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PRODUCER

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IN THIS ISSUE:

MEAL-SALT MIX

• FIFTY-SEVENTH CONVENTION

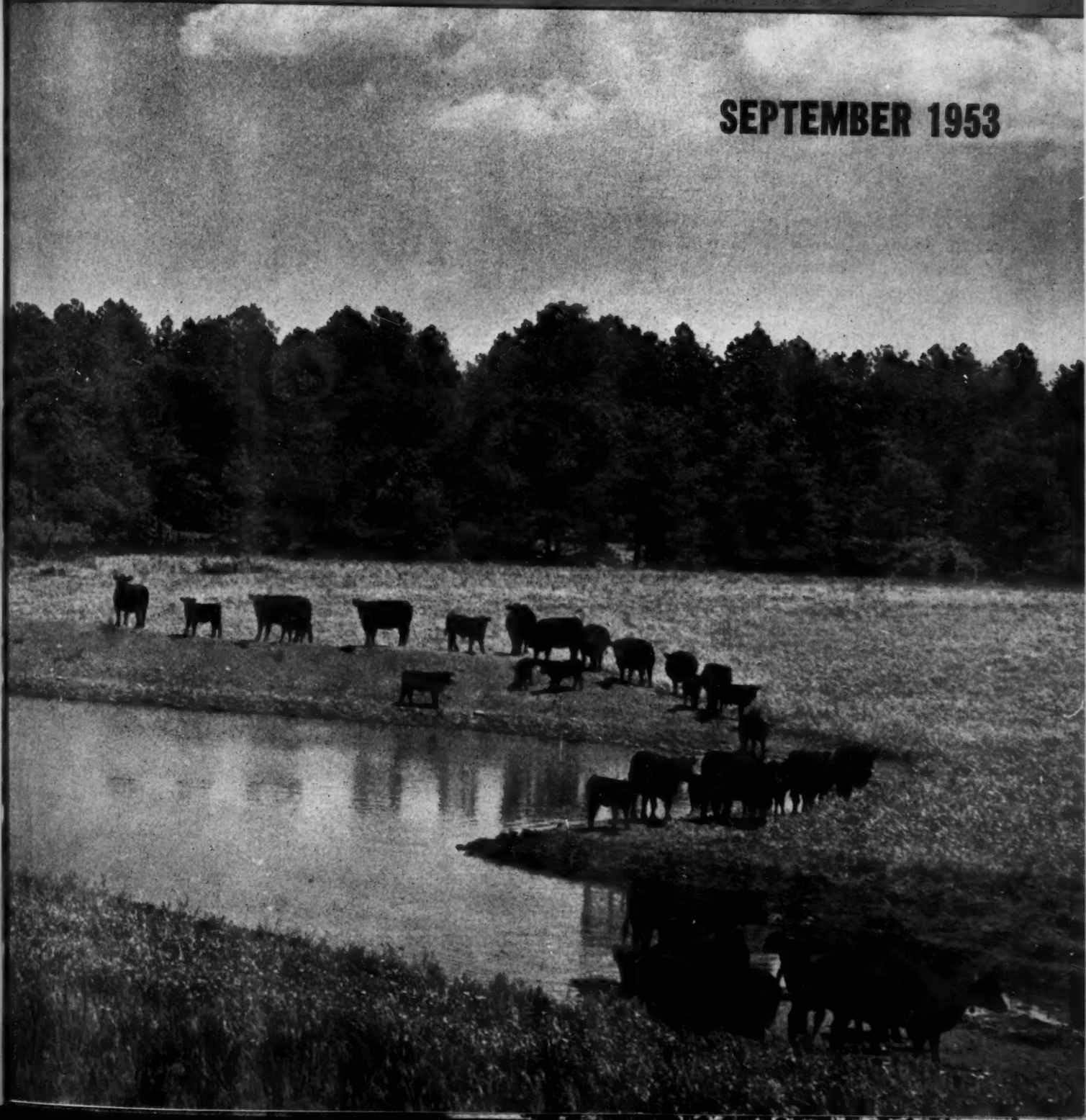
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• THE CATTLEMAN'S BUSINESS MAGAZINE

SEPTEMBER 1953



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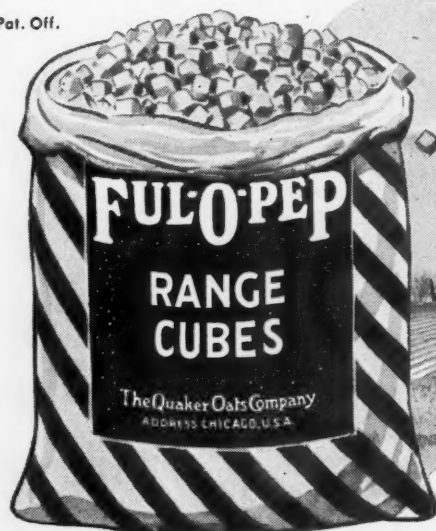
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NUTRIENT BALANCE helps cows utilize grass and roughage efficiently. Actually, Ful-O-Pep's bristling with proteins, vitamins and minerals!

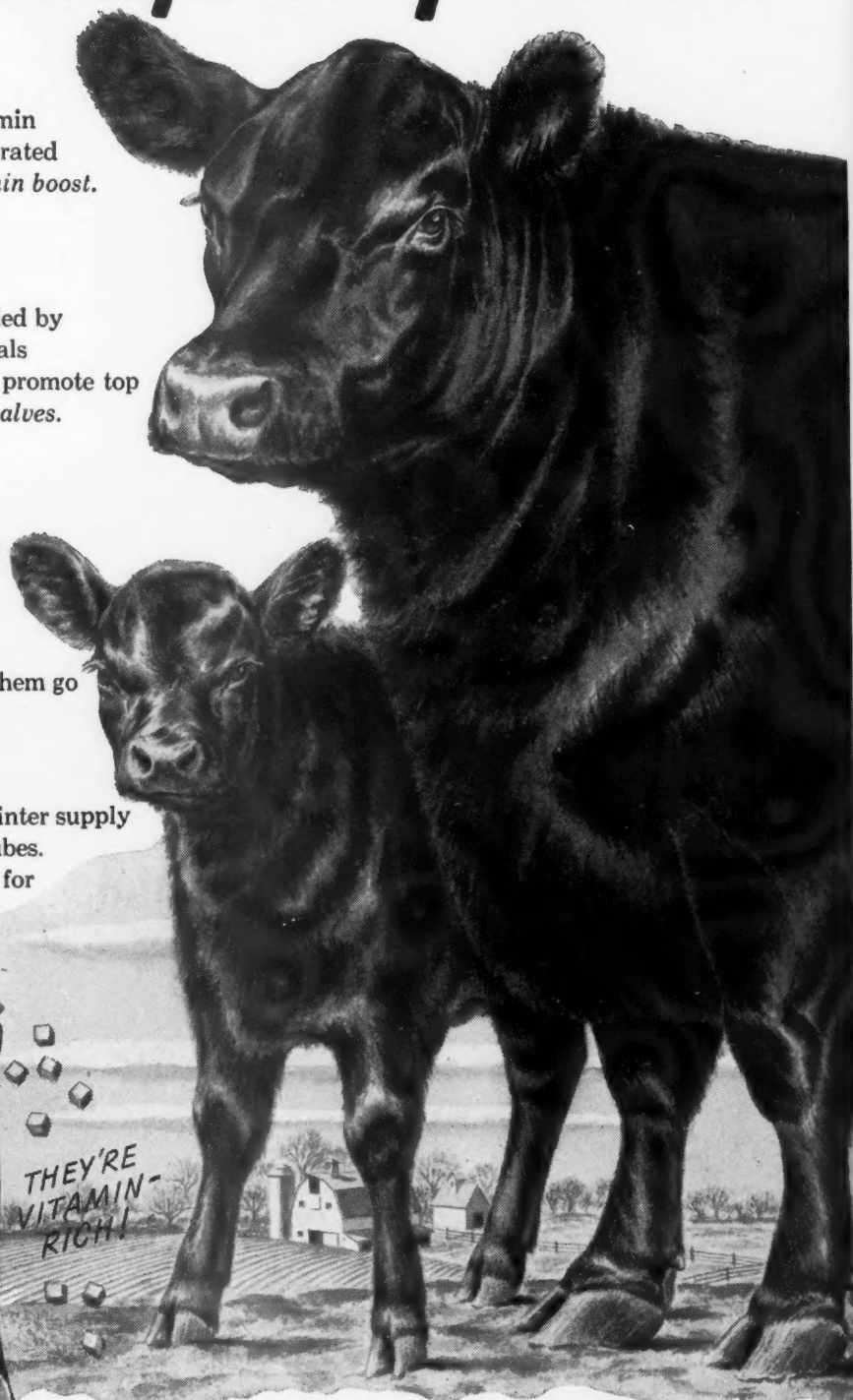
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Safeguarding Against Shipping Fever!

SINCE Shipping Fever is a complex disease, control measures are likewise complex.

Pasteurella organisms normally inhabit the respiratory areas of healthy livestock. When natural resistance is lowered these dormant bacteria may become a deadly infection known as Hemorrhagic Septicemia. Usual causes of lowered resistance are exposure, weaning, over-heating, sudden chilling, over-exertion, excessive dust, etc.

The surest known way of controlling the Hem-Sep factor of Shipping Fever is vaccination with FRANKLIN Corynebacterium-Pasteurella Bacterin.

Vaccinate 10 days to 2 weeks prior to occasion likely to lower resistance.

A second dose, double or more, should follow the first in 3 to 5 days—thereby building up strong resistance at the time it is most needed.

Other factors of the Shipping Fever complex are more difficult to control. Pneumonic conditions may be caused by a virus, or by dust or other foreign

matter entering the lungs. Neither responds to any known vaccination, but proper handling will minimize danger.

WHEN SHIPPING FEVER STRIKES
Treating Shipping Fever with Franklin TRI-SULFA gives excellent results. . . This 3 sulfonamide combination provides a wide range of bacteria inhibiting value.

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Franklin TRI-SULFA gives good results in treatment of Shipping Fever, Foot Rot, Calf Pneumonia, Calf Diphtheria, Metritis, Septic Mastitis and other diseases caused by sulfonamide-sensitive bacteria.

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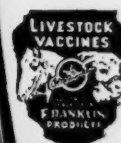
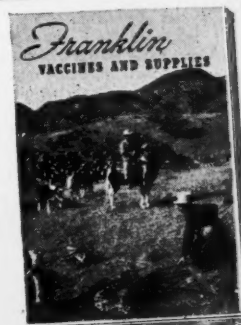
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Be Wise
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Don't Wait
—Vaccinate!

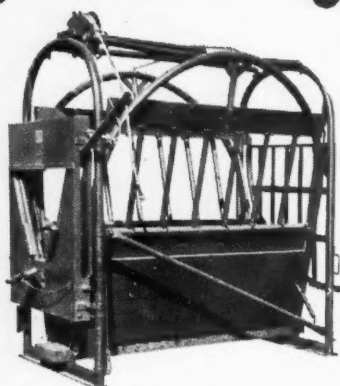
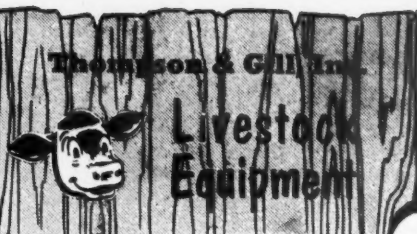
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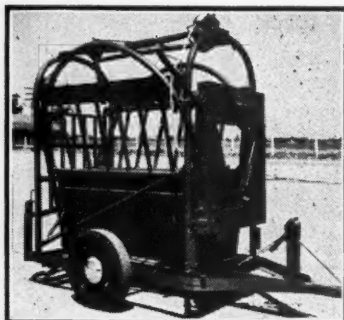
Stockmen servicing section of East Side Drug Store, Pocatello, Idaho. Fred Peterson, proprietor.

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Letters To THE EDITOR

RAIN REPORT—Just returned from a drive over six states to see customers. All over, it was unusually wet. Our rains have been about as needed. Cattle fat.—F. E. Messersmith, Box Butte County, Nebr.

LET'S HOPE—A few cow sales, but the beef hasn't started to move. Most ranchers seem to be in a quandary over the market—even what to ask. A few buyers in this area but have heard of no offers or agreements. Hope the market picks up soon.—Samuel C. McMullen, secretary, Nevada State Cattle Assn.

NATURAL SOLUTION—I certainly endorse your program, as we want no controls of any kind on cattle. All we need is plenty of rain and grass. In our locality we were very dry the first of the season but are getting a lot of rain now.—A. E. McKechnie, Laramie County, Wyo. (Continued on Page 26.)

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AMERICAN CATTLE PRODUCER

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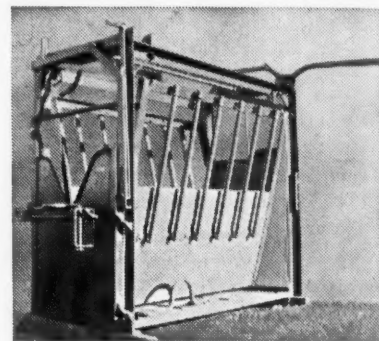
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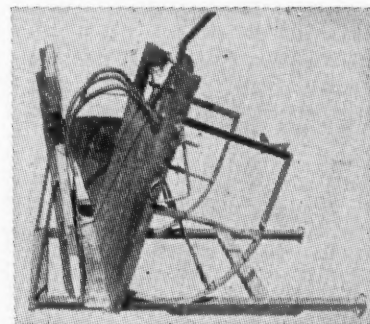
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The Lookout

EARLIER THIS YEAR it was thought that cattle numbers would continue to rise during 1953 and 1954 until they reached perhaps a peak of close to 100 million head. Therefore, the American National Cattlemen's Association has been urging heavier marketings of cows and heifers where possible to stem the increase.

BUT MORE RECENTLY, because of the much heavier cattle marketings so far this year, many observers have come to the conclusion that we have already halted the rise in the cattle population.

FOR THE FIRST half of this year marketings were 26 per cent heavier in cows than last year and 40 per cent heavier in heifers. But these percentages do not tell the whole story, because heavier marketings of all cattle still leave comparisons with total marketings unfavorable. Actually, January to June slaughter consisted of 24.9 per cent cows and 11.4 per cent heifers, or a total of 36.3 per cent compared with 41.8 per cent for the year 1952. But she-stuff slaughter is usually heavier percentagewise in the latter part of the year and therefore it may be that 1953's percentages will be greater than in 1952 . . . So, we still don't know just which way the cattle population is going. You need more than a 50 per cent cow slaughter to stop numbers from going up.

UNDER THESE CIRCUMSTANCES it is still wise to market more cows and heifers wherever possible, or at least replace older cows with younger heifers or even calves, as an inventory control measure.

ORIGINALLY PROPOSED at a meeting of the executive committee of the American National in late April, the suggestion to market more cows and heifers was again approved by the general council of the association in mid-August. The stockmen proposed two other programs:

(1) A STEPPED-UP PROGRAM of government buying of beef. Up to Aug. 24 the USDA had bought more than 68 million pounds of beef, most of it with Section 32 funds (tariff money). It has also been brought to the attention of President Eisenhower that beef should be included in the purchases of food for foreign nations, funds for which have already been earmarked.

(2) AN ALL-OUT BEEF MERCHANDISING promotion program. On Aug. 13 retailers, both chains and independents, launched a redoubled campaign to move beef, especially the intermediate and lower grades, in anticipation of the seasonally bigger run of grass-fat cattle from now until its peak in October.

PACKERS, the National Live Stock and Meat Board and cattlemen's and farm organizations are cooperating. An instance of the farm cooperation is seen in the request of the National Grange head office to their state officials to develop state and local producer committees to cooperate, especially in heavily populated "consumer" states.

THE USDA has telegraphed all members of the Meat Trade and Food Industry Committee, urging promotion to build a climax as the need grows, going all-out as the grass-fat movement reaches its peak. It is also sending out releases, recipes and menus, and beef has the top spot on the USDA's list of plentiful foods for September. Editors and radio people are asked to call attention to economies in the lower beef grades.

THIS THREE-WAY PROGRAM - (1) marketing cows and heifers, (2) more beef for schools and foreign nations and (3) redoubling beef merchandising campaigns, which is based on industry self help, while not a cure-all, has raised the consumption of beef to a 44-year high, has held beef storage stocks down, has permitted several healthy reactions in the market, and has kept the industry free from government regimentation.

Spot these spoilers fast! **STOP THEM!**

SHIPPING FEVER • FOOT ROT • CALF DIPHTHERIA • METRITIS

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The Reciprocal Trade Program—New or Old

THE original Reciprocal Trade Act was passed in 1934—so for 19 years the adherents to a reasonable protective tariff policy have had to sit more or less idly by and watch first the Roosevelt and then the Truman administrations make numerous trade agreements slashing the tariff rates provided in the tariff act of 1930, so that currently on many commodities the rates are only 25 per cent of those written in that act.

The Executive was granted the power in the first place to reduce any rate 50 per cent, and again in 1945 Congress authorized a further reduction of 50 per cent on the rates in effect Jan. 1 of that year.

We think it is fair to say that many people hoped that the new administration would lean more to the protective side of the tariff question, rather than to a continuation and extension of the reciprocal trade program with its motive of constantly reducing what is left of our tariffs.

It has finally become quite evident that those who had looked for such a change in policy are doomed to disappointment. In the first session of the 83rd Congress the lines were not too clearly drawn; but it was becoming more and more evident that the administration leaned to the free trade side of the argument and favored extension of the Reciprocal Trade Act with no further restrictive clauses than were already in force.

As a matter of fact, there was discussion of attempting to do away with both the "peril point" clause and the "escape" clause, but finally the compromise was a one-year extension of the act much in its old form but with the provision for appointment of a 17-man commission to study the whole foreign

trade situation and report to the President early next year its recommendations as to policy. In the meantime, however, the President is more clearly showing his hand.

A few weeks ago Lewis Douglas, former director of the budget, was appointed by the President to represent the United States in a monetary conference with England. Mr. Douglas has just submitted his report to the President in which he goes strongly on record for fewer barriers to international trade, and the President has now forwarded this report to the new commission mentioned above with the request that it be carefully studied.

On the other hand, it is known that the expansion of the reciprocal trade program and the lowering of tariffs is meeting with much opposition, not only from the industries that are especially affected but also from the trade unions which man those industries.

None of the advocates of the expansion of this program and the further lowering of our already depleted tariffs are frank enough to tell the public the truth in regard to the situation. The inference is always given that the United States is still a high-tariff country and that it is the principal offender in regard not only to tariffs but to other hindrances to freer international trade. The truth is just the reverse of this condition . . . The tariffs of the United States are on a lower level than is the case with 'most any other of the important countries of the world. . . . Neither are we the offender with respect to exchange manipulations, quota and other means of restricting trade. It is true that in some minor instances some special protection has been afforded domestic groups—as, for instance, the man-

ufacturers or producers of certain dairy products. There have been more complaints to the tariff commission under the escape clause of the Reciprocal Trade Act than ever before—but very few of these complaints have reached the point of higher protective duties for the complaining industries. They first are subject to veto.

Next year will come the showdown. It is of greatest importance that the public know the truth about what is going on and is not misled by the constant misrepresentations about the tariff rates and other barriers to trade referred to in the beginning of this editorial. Let's show who are the principal offenders. Can further tariff reductions be justified in favor of foreign products which in many cases are manufactured in plants paid for through our foreign aid program and with the know-how of mass production supplied by technical experts from this country? Haven't we given enough in providing money for the building of plants and the furnishing of experts to teach new production methods? Is it fair or reasonable to ask us to give up our markets? Is there any evidence that this give-away policy of ours over the past 10 years or more has made any friends for the United States? On the contrary, we seem to make enemies by any suggestion that some day this give-away program must stop.

If we are still under any obligation to furnish further foreign aid (which we seriously question), then it is only fair and proper that this foreign aid should be paid for by the people as a whole and not by further lowering tariffs and putting more domestic producers out of business.

Butter and Cheese

A REPORT of the Commodity Credit Corporation shows on hand July 31, 1953, 312 million pounds of butter and 383 million pounds of American Cheddar cheese. This would make a rick of butter, stacking the pound packages side by side, 10 feet high, 310 miles long—or laid end to end, the pound packages would just about reach around the world. This is after millions of pounds have been

sold to the army at 15 cents a pound and 50 million pounds set aside for school lunch purposes. Yet the surplus increases every day.

We haven't tried to figure out how long it would take to roll 383 million pounds of cheese down Pike's Peak, but that would be a good way to get rid of this surplus that nobody wants.

Do you still think the 90 per cent support price program is a sound program?

57th Convention

IT'S none too early to make your reservations for the 57th annual convention of the American National Cattlemen's Association in Colorado Springs, Colo., Jan. 12-14. The executive committee meets the evening of the 11th. Colorado Springs is getting all set for your arrival—See Page 8 . . . and use the reservation blank on Page 18.



The Broadmoor, famous resort hotel at Colorado Springs.

GETTING SET FOR "THE 57th"

DELEGATES who attend the 57th annual American National convention at Colorado Springs in January from out of the state will find there's good justification for the phrase "Colorful Colorado." The choice of the Pike's Peak area is a particularly auspicious one because its many inviting attractions know no season.

Individual committees covering the various phases of planning the big convention have already met and have reported good progress made on preliminary arrangements. Reservation requests have been arriving at a steady clip, and the annual suggestion to "Get yours in early" is once again in order.

Some of the plans now in work include prizes to be given for best dressed windows in the city (to augment interest in the meeting), decorations, the fine western barbeque which will be an important feature of the gatherings and that other convention highlight, the annual banquet. Outstanding entertainment will be on tap; square and other dancing, and plans for a special door prize are also on the slate. The matter of transportation is being given priority attention to assure that there will be no snags or slow-up in that respect.

For the ladies, among other things the possibility of presenting an ice show at the beautiful Ice Palace on the Broad-

moor Hotel grounds is being studied; this would follow their luncheon. Consideration is being given, as well, to several other equally pleasant ideas.

Prominent cattle grower representatives and other businessmen of the region are taking part to make certain nothing is left undone that might add to the enjoyment, comfort and smooth running of all in-session, between-sessions and out-of-session time the visitors will spend at the Springs (lying, incidentally, less than 70 miles south of Denver.) The numerous fine hotels that are being put to use (the reservation blank on another page lists them for

(Continued on Page 18)



The Antlers, headquarters hotel of the National Convention in January.

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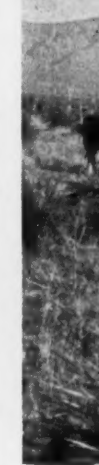


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The Use of Meal-Salt Mix for Better Distribution of Cattle

By FRED N. ARES

A BASIC PRINCIPLE of good range management is distributing livestock so that utilization of forage will be as uniform as possible on all parts of the range. Cattle naturally tend to congregate near watering places and on level or other favored areas with the result that unless provisions are made for distribution parts of the range are too heavily grazed, parts are grazed to the proper degree, and parts receive little or no grazing use.

Many methods are used to encourage more uniform cattle grazing. Fencing into small range units and developing watering facilities are effective but limited by economic considerations. Placing salt in little used areas, periodic closing of watering places, and herding and riding are helpful practices. Yet, because of the natural grazing habits of cattle and the rough character of most rangelands, the pattern of grazing use

is seldom fully satisfactory.

New Tool Available

A possible new tool for controlling cattle distribution is provided by the cottonseed meal-salt mixture which is becoming a popular and widely used supplemental range feed especially in the Southwest. In contrast to other concentrates which must be hand fed, usually in corrals, the meal-salt mix can be fed free choice on the open range. This is because the salt content can be varied to regulate the amount of supplement consumed by each animal. Cattle are attracted by the cottonseed meal and, by judicious placement, the mix offers great possibilities for drawing cattle into areas that otherwise would receive little use.

The consumption of large amounts of salt can be toxic or even fatal to cattle, especially if water is restricted. Controlled tests by Cardon et al¹ showed

that a single dose of two pounds of salt resulted in salt-poisoning symptoms in a 950-pound cow within eight hours, when water was withheld. They report that the animal undoubtedly would have died had not the rumen been washed free of salt 12 hours after the salt was administered. One month later, after the animal had fully recovered, her condition remained normal following a similar dosage of salt but with an ample water supply. Pregnant cows maintained for seven months on a diet which contained one pound of salt per day but with free access to water showed no ill effects. Calving was normal, and the calves were healthy.

Some death losses of cattle on the range have been ascribed to excessive salt and further indicate the need to consider the possibility of salt poisoning in relation to water supply. In actual practice, however, many thousands of cattle are being fed various meal-salt mixes under a variety of range conditions with no ill effects. Cattle normally consume no more than one-

Mr. Ares is range conservationist at the Southwestern Forest and Range Experiment Station maintained by the Forest Service for Arizona, New Mexico and west Texas, with headquarters at Tucson, Ariz.

¹Cardon, B. P., E. B. Stanley, W. J. Pistor, and J. C. Nesbitt. 1951. The use of salt as a regulator of supplemental feed intake and its effect on the health of range livestock. Univ. Ariz. Agr. Expt. Sta. Bul. 239.

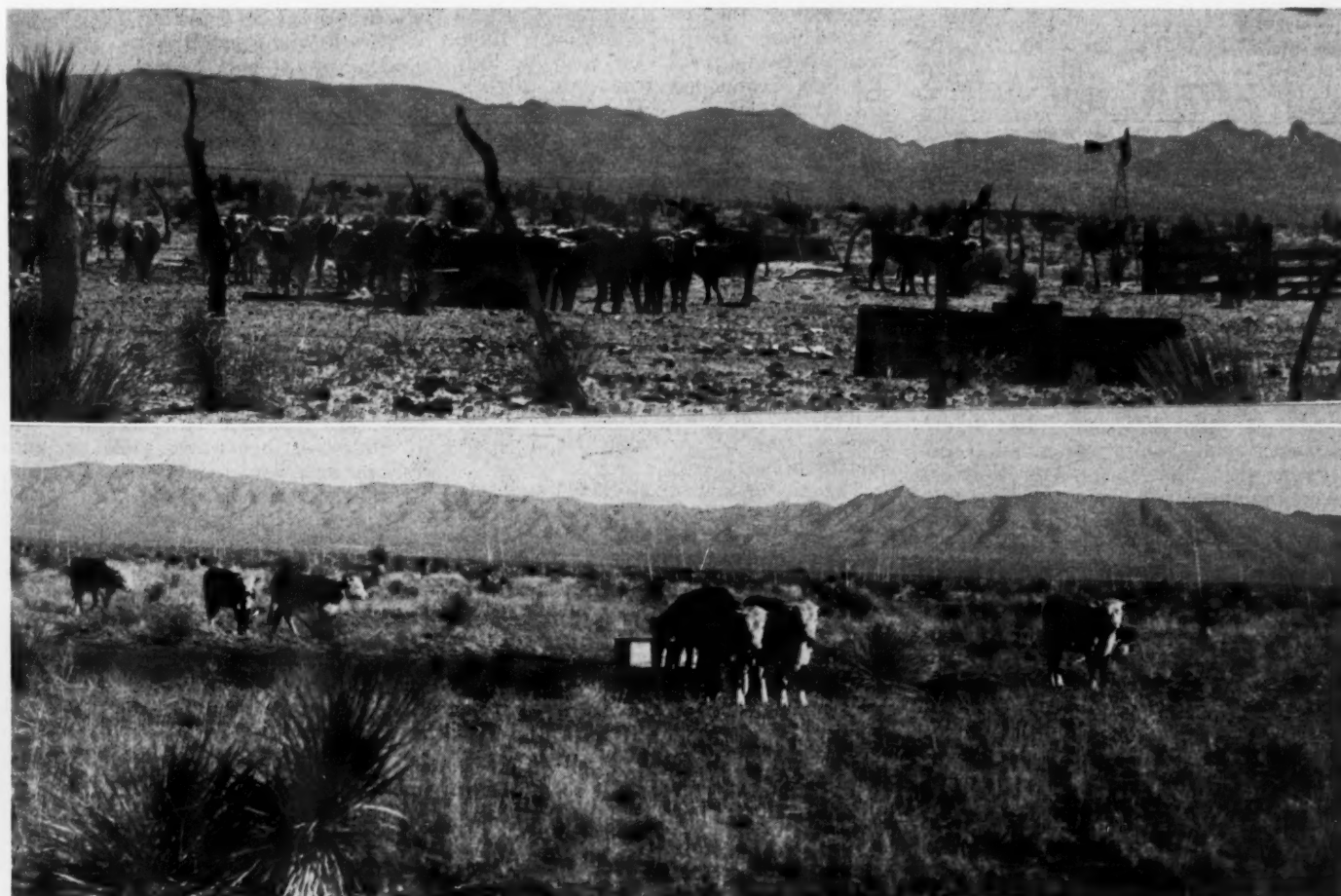


Figure 2.—Meal-salt mix can be effective in improving cattle distribution on the range. Upper: Locating feeding sites near water increased the tendency for cattle to congregate and intensified the excessive use of the surrounding range. Lower: Feeding sites in areas which otherwise would be little used attracted the cattle to graze from one and one-half to three miles from water.

September, 1953

half pound of salt per day when fed meal-salt mix free choice on the range, and it appears that the supplement might be used to enhance the distribution of cattle with little likelihood of receiving toxic doses.

Plan of the Study

To test the effectiveness of meal-salt mix in controlling distribution of cattle, a study was initiated on the Jornada Experimental Range¹ in 1950. Two comparable pastures, designated as pastures 9 and 10, and typical of the valuable and extensive black grama range type of southern New Mexico, were used. Almost all of the forage is provided by black grama, and in accordance with the growth requirements of this valuable grass, grazing is confined to the winter-spring period, November through June. Supplemental feed in the form of cottonseed meal-salt mix is made available during the period the cattle are in the pastures. Protein content of the forage is somewhat below the minimum requirements of the cattle during late fall and winter, and the supplemental feed is taken readily. Its consumption drops rapidly after early April in most years when some growth of sand dropseed and a variety of weeds provide some green forage with a high protein content.

The pastures are level mesa range, and all parts are easily accessible to livestock. Permanent water is provided by wells located in the extreme north and south limits. In addition, pasture 10 has a small temporary tank which is usable in the early fall months. The maximum distance from water is three miles and the average maximum for both pastures about two and one-fourth miles. The area of pasture 9 is 3,172 acres and of pasture 10, 7,172 acres.

Pasture 9 was stocked with yearling heifers and pasture 10 with yearling steers in the 1950 grazing year. This was necessary because not enough animals of either sex were available to stock both pastures, and because it is not desirable to mix the two classes of yearlings. Any differences due to different grazing habits and gaining ability between the classes of livestock were compensated by reversing the stocking arrangement in the second year of the study. In the 1951 grazing year, pasture 9 was stocked with steers and pasture 10 with heifers. Steers were sold in the spring and other cattle were grazed on the steer pasture through the remainder of the grazing year. Weight records were made of both the steers and heifers at the time of the steer sale.

The supplemental ration used was approximately 80 per cent meal and 20 per cent salt. This proportion was selected in order to regulate the daily consumption at about one and one-half pounds of meal per head. The low salt content also increased the attractiveness of the mix and decreased the pos-

sibility of poisoning.

To determine the effectiveness of the meal-salt ration in controlling distribution of cattle, the study was started by placing feeding sites in pasture 9 both at and away from water, and away from water, only, in pasture 10. These feeding methods were reversed the second year of the test. Thus, in pasture 9, eight feeding sites, two at water and six away from water, were established in 1950. In 1951, a total of seven sites was used in this pasture, all from one-half mile to a mile and one-half away from water. For pasture 10, seven sites were used in 1950, ranging from three-fourths mile to three miles from water. In 1951, nine sites were used, two of which were at water and the others at the same location used the year before.

The reversal of feeding methods was used to balance such factors as the different sizes and shapes of the pasture areas, travel distances to water, and the segregation of steers and heifers.

Other factors which affect distribution of livestock are rainfall and forage growth. Rainfall data were collected from five rain gauges, two in pasture 9 and three in the larger area of pasture 10 (table 1). Annual rainfall for the test period was only 74 per cent of the long-time average for the pastures in which supplement was placed at and away from water and only 69 per cent of average for the pastures in which the mix was placed at water only. However, seasonal rainfall, from July through September, was only slightly below average in both pastures, and because of favorable timing was effective for forage growth. Summer forage yield, which makes up most of the year's production and must carry the herd through until the start of growth the following summer, was slightly above average for both years.

Precipitation subsequent to the summer rains often influences distribution of cattle by causing fresh growth of winter weeds and grasses which is eagerly sought by cattle. During the test period, however, winter and spring growth was not a factor in livestock distribution.

The pastures were stocked as closely as possible to the grazing capacity as determined by a forage inventory completed each year just before the yearlings were placed in the pastures. In using the forage inventory to set the stocking rate it was recognized that some areas near water would be too heavily grazed while more remote parts of the pastures would not contribute their full share of forage. Average stocking of pasture 9 was 109 head for the two years of the test, and pasture 10, 145 head.

Utilization measurements were made at the close of the grazing year, using paced transects. The utilization information provided the basis for mapping the pastures into use zones to show the grazing pattern. The determination of the actual use that had been made of the pastures when grazing was termi-

Table 1.—Annual and seasonal rainfall for pastures 9 and 10, Jornada Experimental Range, for grazing years 1950 and 1951.

Pasture No.	Year	Total Rainfall	
		Annual Oct. 1-Sept. 30 (Inches)	Seasonal July 1-Sept. 30 (Inches)
9	1950	5.76	4.07
10	1951	7.50	4.83
Average—fed at and away from water		6.63	4.45
10	1950	6.51	4.51
9	1951	5.78	3.77
Average—fed at water only		6.15	4.14

nated also provided a check of the accuracy of the forage inventory, and correctness of the stocking rate. It was found that in the feeding at and away from water the average stocking for both pastures was about 4 per cent below estimated capacity. The two-year average rate of stocking for out-station feeding tests was approximately 11 per cent below estimated capacity.

Consumption records of the meal-salt mix were maintained to determine if out-station feeding would reduce the amount of the ration eaten. Where the supplement was placed both at and away from water, separate records were maintained of the amount of mix used at each location.

Use Pattern Improved By Out-Station Feeding

The tests indicate that the out-station feeding of the meal-salt mix is superior to feeding both at and away from water for improving livestock distribution (fig. 1). Feeding away from water only, as compared to feeding at and away from water, improves the pattern of grazing use by (a) essentially eliminating the small area of excessive use, (b) reducing the heavy-use zone by approximately half, (c) increasing the properly used area by 84 per cent, and (d) reducing the area of light or no use by 29 per cent.² Thus the area of overuse which damages the range and the area of underuse which wastes forage were lessened, while the area used to a degree that would yield the most forage and yet maintain the valuable grasses was increased (fig. 2).

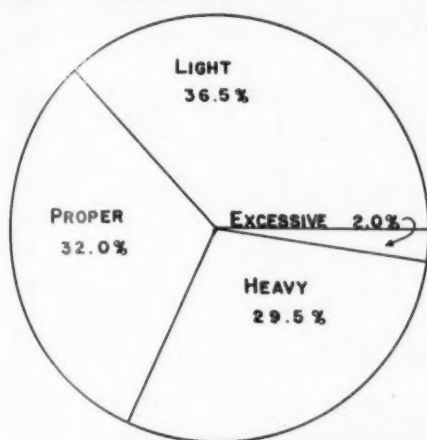
In feeding at and away from water most of the supplemental feed, about 80 per cent, was taken from the troughs located at water. The out-station sites were not very effective in attracting the yearlings as long as the mix was available at water. This resulted in increased trampling and local overgrazing. The practice of feeding the meal mix entirely at water would have an even greater detrimental effect on distribution of livestock grazing.

The improvement in distribution accomplished by feeding away from wa-

²In these data "light" use expresses a degree of grazing when less than 30 percent of the total herbage is removed; "proper" when 30 to 49 percent is taken; "heavy" when 50 to 69 percent is grazed; and "excessive" when over 70 percent of the total volume is grazed. These use standards have been developed for black grama on loose sandy soils such as occur in the test pastures.

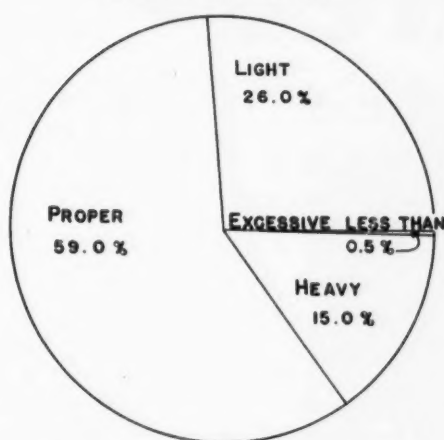
¹A unit of the Southwestern Forest and Range Experiment Station located in Dona Ana County in south central New Mexico.

MEAL-SALT MIX LOCATED AT AND AWAY FROM WATER



PASTURE 9, 1950 HEIFERS
PASTURE 10, 1951 STEERS

MEAL-SALT MIX LOCATED AWAY FROM WATER



PASTURE 10, 1950 STEERS
PASTURE 9, 1951 HEIFERS

Figure 1.—Comparative patterns of grazing use from meal-salt feeding tests.

ter was obtained with no injurious effect on the animals. Cattle being fed away from water were closely watched as some of the feeding sites were as far away as three miles from water. Observations failed to reveal any traces of "salt poisoning" or other harmful effects. The low proportion of salt in the meal doubtless reduced the hazard, yet the mix contained enough salt to effectively regulate its consumption. After leaving the feeding stations, the cattle did not travel straight from salt to water but continued to graze in the vicinity. This agrees with the findings of Bentley,¹ who showed that on California bunchgrass ranges cattle salted away from water spent an average of seven hours and 40 minutes in going to water after leaving the salt ground.

Better Weight Gains Produced by Feeding at and Away from Water

An average of 0.17 pound per head greater daily weight gain at the time the steers were sold resulted from feeding the meal-salt mix at and away from water as compared with the out-station feeding (table 2). The consumption of the supplement was also greater, but not proportionately so, resulting in more efficient weight gains per pound of feed used. Gain per pound of feed averaged 0.07 pound or about 35 per cent more than in the out-station feeding.

¹Bentley, J. R., 1941. Automatic recording of salting and watering habits of cattle. Jour. For. 39 (10): 832-836.

Table 2.—Comparative weight gains obtained from two methods of feeding meal-salt mix, Jornada Experimental Range.

Pasture No.	Grazing Year	Average total gain (Lbs./head)	Average daily gain (Lbs./head)	Total feed consumed (Lbs./head)	Daily ration (Lbs./head)	Gain per pound of feed (Lbs.)
9	1950	57.1	0.46	247	1.99	0.23
10	1951	51.2	.32	289	1.85	.17
Average fed at and away from water		54.1	.39	268	1.92	.20
10	1950	22.5	.17	244	1.88	.09
9	1951	44.2	.27	241	1.48	.19
Average, fed away from water, only		33.3	.22	242	1.68	.13

These findings are in accord with expectations. Maximum rate and efficiency of gain would result if the yearlings obtained all of their nutrients at water and had to expend no energy in foraging. In such a case the meal-salt mix would provide most of the ration and could not be considered a range supplement. The operation would approach essentially that of a feed lot.

The objective of sound range livestock operations is twofold; to maintain and efficiently use the range, and at the same time maintain normal growth and condition of animals. The need for and value of range supplements varies with weather and forage conditions, but on most southwestern ranges some supplements are desirable. During the fall-winter-spring period heifers wintered with no supplements lost an average of 14.2 pounds per head in 1950 and gained only 16.4 pounds per head in 1951. This study indicates that meal-salt mix placed away from water will not only favor uniform grazing but will also promote satisfactory growth and development of yearling steers for market and bring replacement heifers through the winter in good, thrifty condition.

Summary

Trials conducted on the Jornada Experimental Range in southern New Mexico show that out-station feeding of meal-salt ration can be used as an effective tool for obtaining more uniform grazing use of the range by cattle. In

these self-feeding tests the supplement was placed at and away from water in one pasture and away from water only in a second; the feeding method was reversed in the test pastures the second year.

Results of the 2-year test show a marked improvement in the use pattern with out-station feeding. The proper-use zone of the test pastures was increased 84 per cent while the too heavily used zones near water were reduced by 52 per cent. The lightly used area was reduced by 26 per cent. Feeders made satisfactory weight gains and wintered in good condition under both methods of feeding, but feeding at water, only, resulted in greater supplemental feed consumption and greater weight gains. The dual purpose of range feeding—to maintain condition and growth of the feeders and at the same time to secure most efficient use of range forage—was best realized by the out-station feeding.

Throughout the two-year feeding test no harmful effects were observed in feeding cattle the meal-salt mix at considerable distances from water.

New Plan Agreed to in Aftosa Campaign

Secretary of Agriculture Benson approved new agreements to eradicate foot-and-mouth disease in Mexico drawn up at a meeting in Mexico City on July 28-29 after a review by the USDA Industry Advisory Committee on Foot-and-Mouth Disease, which met in Washington Aug. 2.

The new plan calls for full cooperation with the livestock owners in the orderly control of all susceptible animals in the quarantined zone. There are an estimated 10,000 cattle, sheep, swine and goats involved.

The agreement calls for the use of the most practical methods in the evacuation of the animals consistent with the need for absolute safety in preventing spread of the disease. When no more susceptible animals remain in the infected area, the commission will supervise complete disinfection of all premises, including the burning of pastures. Then test animals will be placed in the area under observation or commission veterinarians to make certain that the virus has been eradicated. The infected area, near Gutierrez Zamora, State of Vera Cruz, will remain under quarantine.

Members of the Committee attending the Aug. 2 meeting with representatives of the Department of Agriculture were Chairman Albert K. Mitchell, Albert, N. M., who on invitation from the Department participated in the joint commission negotiations; E. Ray Cowden, Phoenix, Ariz.; C. E. Weymouth, Amarillo, Tex.; J. Elmer Brock, Kaycee, Wyo.; Wayland Hopley, Atlantic, Iowa; W. S. Moscrip, St. Paul, Minn.; Thore Naaden, Bismarck, N. D.; Lyman Brewster, Birney, Mont.

Mr. Mitchell and Mr. Brock are past presidents of the American National Cattlemen's Association.

HELP US FILL



Unprecedented demand exists for SHORTHORN and POLLED SHORTHORN bulls in the range country to increase scale, milk and market weights in commercial cow herds. This demand among range producers results from —

- (1) Premium market performance of commercial SHORTHORNS and POLLED SHORTHORNS in recent years.
- (2) The proved superior extra weight prepotency of our bulls in practical beef production.
- (3) Our exhaustive marketing service which guarantees maximum markets for first generation cross-bred cattle.
- (4) Our promotion which has reached every range producer in the United States the past two years.

We have received numerous inquiries from rangemen in recent months wanting to know where to buy SHORTHORN or POLLED SHORTHORN cattle. These inquiries are especially heavy from sections where few of our purebred herds exist.

WE NEED YOUR HELP in getting a better distribution of our product—namely, SHORTHORN and POLLED SHORTHORN cattle. The man who helps us will profit immediately and in future years.

We expect a regular scramble to SHORTHORN or POLLED SHORTHORN breeding in the West in the next few years, as the range man converts his herd through **continuous** service of SHORTHORN or POLLED SHORTHORN sires.

Because most of our cattle are in the central states, our intention is to move more cattle out of the midwestern "seedbed" into the range country. This is how we can do it.

✓ TO HELP TAKE CARE OF IMMEDIATE NEEDS, SELL CARLOADS OF BULLS FOR SHIPMENT INTO THE RANGE STATES

✓ TO MEET EXPANDING NEEDS IN COMING YEARS, GREATLY INCREASE THE NUMBER OF PURE-BRED HERDS IN WESTERN STATES.

On the opposite page, we list coming sales in Midwest, Southwest and West. Prospective breeders and dealers are invited to attend these sales or to place their orders with us. Our field forces will buy you one or a carload!

For Further Information Address

AMERICAN SHORTHORN BREEDERS ASSOCIATION

AMERICAN CATTLE PRODUCER

THE DEMAND!

BUY THEM AT ANY OF THESE SALES

SHORTHORNS

ARKANSAS

Nov. 7 — Ray A. Yarnell Invitational Sale, Searcy, Arkansas.

CALIFORNIA

Oct. 4 & 5 — Cedarvale Bull Sale, Cedarvale, California.

COLORADO

Oct. 5 — John Shuman Registered and Commercial Shorthorn Sale, Deer Trail, Colorado.
Oct. 31 — Western Shorthorn Breeders' Show & Sale, Brush, Colorado.

IDAHO

Nov. 7 — Idaho Shorthorn Breeders Sale, Idaho Falls, Idaho.

ILLINOIS

Oct. 12 — Millgate Invitational Sale, Wadsworth, Illinois.
Oct. 15 — South Central Illinois Shorthorn Breeders Sale, Arthur Sale Barn, Arthur, Illinois.
Oct. 16 — The "Sale of Satisfied Buyers," Knoxville, Illinois.
Nov. 9 — L. E. Mathers & L. E. Mathers Jr., Mason City, Illinois.
Dec. 2 — International Shorthorn Congress Sale, Chicago, Illinois.

INDIANA

Oct. 27 — Ernest M. Sims — Hollis Hanson — M. H. Woody Sale of Elcona, Hanson Heights, Clear Cheek Farms Shorthorns, State Fairgrounds.

Oct. 28 — Indiana Shorthorn Breeders' Show & Sale, State Fair Grounds, Indianapolis, Indiana.

IOWA

Sept. 25 — Hawkeye Downs Shorthorn Sale, Cedar Rapids, Iowa.

Oct. 2 — P. A. Rasmussen & Sons Annual Sale, Goldfield, Iowa.

Oct. 8 — Harry L. & Estella Swanson Dispersion, Estherville, Iowa.

Oct. 9 — Metz Bros. Dispersion, Holstein, Iowa. Albert J. Hamann.

KANSAS

Sept. 26 — Tomson Bros. Registered and Commercial Shorthorn Sale, Wakarusa, Kansas.

Oct. 8 — R. J. Crockett & Sons, Kinsley, Kansas, and Clarence Ralstin, Mullinville, Kansas. Sale at Kinsley.

Oct. 9 — Mid-Kansas Shorthorn Breeders' Show & Sale, Salina, Kansas.

Nov. 14 — Kansas Shorthorn Breeders' Show & Sale, Hutchinson, Kansas.

Nov. 18 — North Central Kansas Shorthorn Breeders' Sale, Beloit, Kansas.

SHORTHORNS

MINNESOTA

Oct. 1 — Minnesota Shorthorn Breeders Show & Sale, Marshall, Minnesota.

MISSOURI

Oct. 5 — Northwest Missouri Shorthorn Breeders Sale, Rockport, Missouri.

Oct. 12 — Central Missouri Shorthorn Breeders Show & Sale, Marshall, Missouri.

Oct. 21 — Bishop-Cochel-Staley Shorthorn Sale, Highland View Farms, Gashland, Mo.

Oct. 31 — Pike County Shorthorn Show & Sale, Bowling Green, Mo.

NEBRASKA

Nov. 2 — Carl Retzlaff & Sons — Aksarben Acres — Hyde Away Farms Shorthorn Sale, Walton, Nebraska.

Nov. 11 — Nebraska Shorthorn Breeders' Futurity Show & Sale, Columbus, Nebraska.

NORTH DAKOTA

Oct. 20 — Jamestown Regional Shorthorn Show & Sale, Jamestown, North Dakota.

OHIO

Oct. 3 — Auglaize County Shorthorn Sale, Wapakoneta, Ohio.

Nov. 2 — Greenwood — Willow-Lee — Strowan Sale, Fairgrounds, Springfield, Ohio.

OKLAHOMA

Oct. 10 — Houck Bros. — J. A. Collier & Son — O. H. Deason & Son Shorthorn Sale, Fort Cobb, Oklahoma.

Nov. 20 — Northern Oklahoma Shorthorn Breeders Show & Sale, Perry, Oklahoma.

SOUTH DAKOTA

Sept. 30 — Dakota Shorthorn Club Show & Sale, Parker, South Dakota.

Oct. 22 — South Dakota Shorthorn Breeders Show & Sale, Brookings, South Dakota.

TEXAS

Sept. 18 — Texas Shorthorn Association Sale, Tyler, Texas.

WASHINGTON

Nov. 19-20 — Inland Empire Shorthorn Breeders' Sale, Spokane, Washington.

WISCONSIN

Oct. 3 — Wisconsin Shorthorn Breeders' Show & Sale, Fairgrounds, Lancaster, Wisconsin.

POLLED SHORTHORNS

ARKANSAS

Nov. 6 — Arkansas State Shorthorn and Polled Shorthorn Breeders' Sale, Searcy, Arkansas.

ILLINOIS

Oct. 17 — Illinois Polled Shorthorn Breeders Show & Sale, Normal, Illinois.

Nov. 30 — International Polled Shorthorn Sale, Chicago, Illinois.

IOWA

Sept. 22 — Iowa Polled Shorthorn Breeders' Show & Sale, Des Moines, Iowa.

INDIANA

Oct. 24 — Indiana Polled Shorthorn Show & Sale, Indianapolis, Indiana.

KANSAS

Nov. 13 — Kansas Polled Shorthorn Breeders' Show & Sale, Hutchinson, Kansas.

MISSOURI

Oct. 28 — Missouri Polled Shorthorn Breeders Show & Sale, Sedalia, Missouri.

NEBRASKA

Oct. 19 — Nebraska Shorthorns and Polled Shorthorn Sale, Cambridge, Nebraska.

Oct. 28 — Nebraska-Kansas Shorthorn and Polled Shorthorn Breeders' Sale, Superior, Nebraska.

Nov. 10 — Nebraska Polled Shorthorn Breeders Futurity Show & Sale, Columbus, Nebraska.

NORTH DAKOTA

Oct. 21 — North Dakota Polled Shorthorn Show & Sale, Carrington, North Dakota.

OHIO

Nov. 3 — Landen Farms First Annual Polled Shorthorn Sale, Foster, Ohio.

Nov. 4 — Ohio Polled Shorthorn Breeders Sale, Lebanon, Ohio.

OKLAHOMA

Nov. 5 — Oklahoma Polled Shorthorn Breeders Show & Sale, Woodward, Oklahoma.

OREGON

Oct. 22 — Pacific Slope Polled Shorthorn Breeders Sale, Portland, Ore.

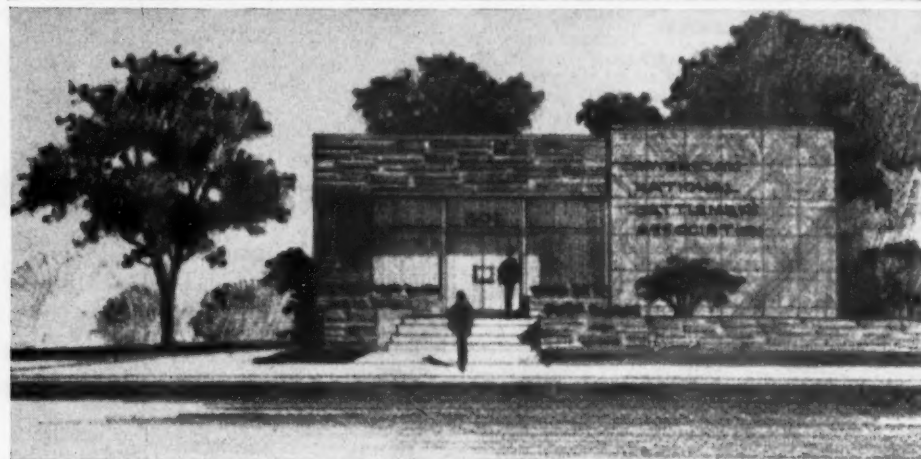
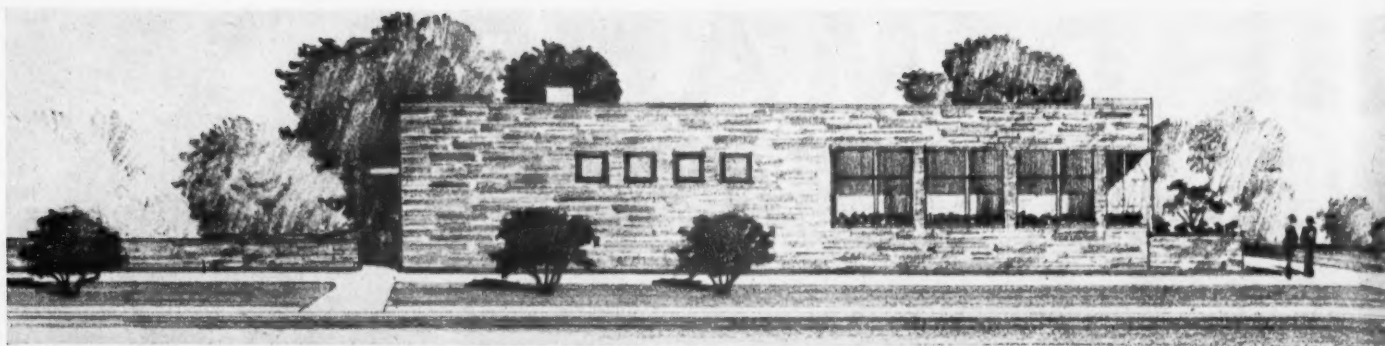
SOUTH DAKOTA

Sept. 29 — Sioux Empire Polled Shorthorn Club Sale, Sioux Falls, South Dakota.

Listed above are just a few of the Shorthorn and Polled Shorthorn sales to be held this fall. We will be glad to supply you with a more complete list. You can buy bulls, one or a carload, or the right kind of foundation females. Attend some of these sales. Get to know the Shorthorn breeders in your area. They are an aggressive group.

ERASS'N, Dept. ACP, U. S. Yards, Chicago 9, Ill.

September, 1953



Here, for the first time, readers have a preview look at what is on the boards for the American National's new home in Denver. The architect has sketched the front and side of the projected building which will house headquarters of- fices of the National, on a site purchased last month.

Their Contributions Swell Building Fund

Names of early contributors to the American National Building Fund are included in the following columns. As the listing must necessarily be only partial in any one issue, it will be continued in ensuing months, in grateful acknowledgement of the donations.

- | | |
|---|---|
| ARIZONA
Wm. Grounds | J. A. Matthews
Joe B. Matthews
Reynolds Cattle Co. |
| CALIFORNIA
Avenales Cattle Co.
J. Baumgartner, Jr.
Clyde M. Carlisle
Glen W. Cornelius & Sons | J. M. Reynolds
Jay Taylor
WASHINGTON
E. W. Johnson
WYOMING
Fred D. Boice
Brock Live Stock Company |
| Dennis Cattle Ranch
John H. Guthrie
Mark B. Lacey
H. A. McDougal
John Marble
Hubbard Russell
Jake L. Schneider
J. K. Sexton
Joseph A. Souza | John F. Christensen
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Courtney Davis
Jack Dinwiddie
Lloyd Dixon
Howard Flitner
George Forbes
C. H. Gardner
Leland Grieve
Dan Hansen
Clifford Hanson
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| COLORADO
A. J. Becksted
Don Hill & Sons
Ted Rediess
Mrs. Ted Rediess | E. J. Keith & Sons
Kendrick Cattle Co.
Manville Kendrick
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Bert McGee
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Wallis Live Stock Company |
| KANSAS
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| NEW MEXICO
Huling Means | |
| NORTH DAKOTA
Chas. Bahm
Charles W. Flynn
John H. Hanson
North Dakota Stockmen's Assn.
Odd A. Osteros
Don L. Short | |
| OKLAHOMA
C. E. Penner | |
| TEXAS
Mrs. L. C. Brite
Matthews & Brittingham | |

The State Presidents

An interview with Ralph Jones of Midland, S. D., president of the South Dakota Stock Growers Association, brings out the problem he considers of greatest importance to that group at present. "I believe this to be brand inspection," he declares, and thinks that "a solution would be a state brand law covering the entire state . . . a law we don't have at this time."



Ralph Jones

This cattleman operates a ranch in the west central portion of South Dakota about 65 miles west of the Missouri River. The location is in dry-land rough country adapted to range cattle operations entirely, according to Mr. Jones, whose herd is a commercial one, mostly steers. "We run a small cow herd," he explains, "but plan to buy either calves or yearling steers in the fall and carry them through to three- and four-year-old steers which we sell fat off the grass to either feeder or packers buyers." Most of the land in the Jones ranch is deeded, with a small portion on Indian reservation. Besides the land that is leased, cattle are also taken to summer pasture "in the neighborhood."

Mrs. Jones is the former Fay Berry, daughter of the late South Dakota governor, Tom Berry. There are four

boys in the family; they range from six to 19 years. The 19-year-old son finished high school last spring, is now married and living on the home ranch. The other boys are in school, with the youngest joining his brothers for the first time this fall.

The senior Mr. Jones has served as treasurer of the school board for the past 15 years and as president of the rural community fire department since it was organized in 1946. He is on the board of directors of the First National Bank in Phillips, of which bank his father was president for many years, and he is also a director of the Rapid City Production Credit Association.

Asked to name the honor which pleased him the most, Mr. Jones replied as other state association presidents have done, by naming his selection for office as a great source of pride. He feels it is "the greatest honor that can come to a man in the stock growing business in South Dakota," and is grateful to his high post with the cattlemen for a trip he enjoyed some months ago, when he was invited to participate in one of Swift and Company's general livestock tours.

Again in common with many of his colleagues, Ralph Jones adds a word of appreciation for his wife's efforts in keeping up her home as well as her interest in the livestock business. "Much of our success," says her husband, "can be attributed to my wife, who has been a wonderful helpmate to me."

Meat on the move

Again this fall thousands upon thousands of meat animals will be on the move. They may come from the high grazing lands of the Big Horn country, from the great hog-producing Corn Belt, from the rolling Sand Hills, from the High Plains, from all the famous areas where cattle, hogs and sheep begin.

Many of the cows, ewes and sows will be carried over in breeding herds and flocks. Younger animals also may be kept as replacements, or to expand herds or flocks. Stockers and feeders will find new homes. Some will go to be fattened in the grain-rich Corn Belt and elsewhere . . . some on short feed, others on long. Grass-fat cattle, sheep and lambs will find their way to the pens in stockyards at local and terminal markets.

From these markets our meat supply must continue to move . . . through the plants of 18,000 meat packers and other commercial slaughterers. Fresh beef, pork, lamb and veal are perishable and must be sold in ten to fourteen days . . . only a small per cent is ever frozen and held. It must move to the consumer through about 300,000 retail stores and to even a larger number—375,000—public eating places.

The livestock and meat industry which brings meat to America's millions is our largest single industry. Think of the millions of separate business transactions! Think of the feed, labor and transportation required! Think of the competition in buying and selling . . . the perishability of our products and the speed with which meat is moved into America's forty million kitchens.

This flow of meat is the end result of decisions made three to five years ago by the people who raise the nation's meat animals.

PRICE OF LIVESTOCK

Each morn, as day begins to break, the nation's stockyards come awake. Some days the "runs" fill every pen . . . on others, hardly one in ten. To *balance* big or small "supply" against "demand" is what we try. And that is mighty hard to do; because we cannot say to you, "Ship in a lot of beeves right now—folks are buying meat—and how!" Nor can we say to people, "Pray, don't ask your store for meat today, but keep your order cut down low, 'cause livestock shipments are quite slow!" What buyers buy and shippers ship makes livestock prices rise or dip. And here's a fact on which to bet—it's *always* true: the price we *get* for meat we sell (by-products, too) governs what we can pay to you.



Animal Fats and Proteins Make Big Difference in Livestock Feeds

by Dr. O. H. M. Wilder,
American Meat
Institute Foundation

Feeds rich in animal proteins are also rich in animal fats. And both protein and fats are very important to the growth and gain of meat animals, according to recent findings of experiment stations, and of research conducted by the American Meat Institute Foundation, under contract with the Eastern Regional Research Laboratory—U.S.D.A.

At the University of Missouri they produced a hog that weighed 201 lbs. at exactly four months! Other pigs in the litter were close behind. Tankage was an important item in the ration of the sow and her pigs . . . tankage containing 60% animal protein and about 8% fat.

Tallow pellets with roughage were fed to steers at the University of Nebraska. These pellets contained ground corn cobs and 5.5% tallow. Weight gains were made by steers on those pellets at less cost than by any other group in the test.

Reduced cost of production is very important to feeders. It can be achieved by judicious use of animal by-products in feeds. Getting pigs off to market earlier or reducing cost of gain on steers are good examples.

Important new developments are indicated by field reports of large cattle-feeding operations where meat scrap has been used at a 10% level in the feed. The meat scrap contained 50% protein and 10% fat, and feeders claim excellent results in leaner meat, faster gains and lowered costs.

Use of animal protein and fats in more feeds benefits the feeder in many ways. In addition to the advances cited, it creates a larger outlet for animal by-products. The livestock producer gains in two ways . . . better feeds, and broadened markets for the animal by-products.

Soda Bill Sez:

Men who make "dough" know that word begins with DO.



8,000 Centuries of Know-How

800,000 years! That's the combined years of ex-

perience and effort of the 76,000 men and women who work for Swift & Company. They work in meat packing plants, in dairy and poultry plants, in wholesale branch houses, in plant food factories, in oil mills. They are meat cutters, livestock buyers, salesmen, engineers, research people and office workers . . . they have a hundred and one different skills and abilities.

The people who have these 8,000 centuries of varied know-how combine into a smooth-working team—Swift & Company. A team which processes your livestock into meat and by-products . . . which buys dairy and poultry products and other agricultural raw materials, and turns them into food and other useful commodities . . . which produces plant foods and feeds for your use and distributes all of these products throughout the nation. Ours is a big, complex job which takes all the experience we can muster. Even 800,000 years are none too much.

Tom Glazer

Agricultural Research Department

Martha Logan's Recipe for POT ROAST AND BROWN BEANS

3 to 5 pound pot roast	1 No. 2 1/2 size can
1 1/2 cups brown beans	tomatoes
2 tablespoons fat	1 tablespoon chili
6 small whole onions	powder
2 tablespoons salt	1/4 teaspoon pepper

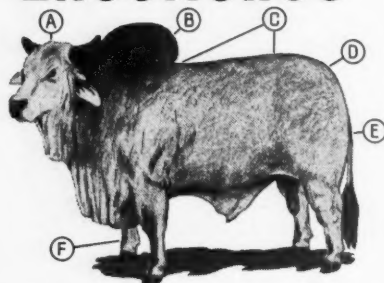
Soak beans overnight in water to cover. Brown roast on all sides in fat. Add beans, onions, tomatoes, chili powder, salt and pepper. Cover and cook over low heat 2 1/2 to 3 hours, or until meat is tender and beans are done. Yield: 6 to 8 servings.

Swift & Company

UNION STOCK YARDS, CHICAGO 9, ILLINOIS

Nutrition is our business—and yours

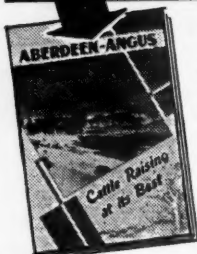
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- A Head — Broad; face short.
- B Hump — Ample in size, directly on top of shoulders, moderate in thickness.
- C Back and Loin — Broad and level from hump to hooks.
- D Rump — Long, wide, nearly level.
- E Thigh — Broad, thick, full and deep.
- F Legs — Moderately short, straight and squarely placed.

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The Market Picture

FEATURE of the cattle market late in August was the definite turn to a widening price spread between longfed cattle and lower grade grassers and cows, this being a seasonal development which was a little later in coming this year. With the marketing of grass cattle getting into high gear in some areas, the supply as well as grass slaughter steers, increased sharply. Of particular interest was the fact that very few grass cattle arrived at markets in drouthy condition. The supply of longfed steers and heifers grading high choice to prime showed signs of tapering off, and both the dressed beef markets and live markets were gradually indicating strength. Shortfed steers and heifers were becoming more unpopular with buyers as disappointing results, both from the standpoint of grade and yield, were frequently reported. Although fat cattle prices late in August stood some \$2 to \$3 below the recent high point in July, there was some optimism in the trade that strictly longfed cattle grading choice to prime might well pick up a part or all of this decline during the next couple of months. At the same time, prospects for a heavy liquidation of grass cows and stock cattle gave little encouragement to attractive prices for this class this fall. Government purchases of lower grades of beef from cutter to commercial in the form of canned beef, hamburger and frozen carcasses were expected to lend some support to grass slaughter cattle, upward to five million pounds or more per week having been purchased recently, in a program to run through most of the heavy fall marketing season.

Cows and Heifers Must Be Marketed

If cattle population is to be checked from further increases this year, the liquidation of cows and heifers will have to be stepped up sharply. Federal slaughter of cows and heifers the first six months of this year, which is not, of course, the heaviest marketing season, amounted to only 36.3 per cent of total cattle kill. This is actually less than the same period in the past two years. During the first six months of 1952 she-stock made up 37.5 per cent of total kill, and the same period of 1951 cows and heifers made up 39.1 per cent of the kill. It is a matter of history that during both 1951 and 1952 cattle population continued to climb. Thus, it

looks like a pretty big order, since no month in 1952 exceeded 51.5 per cent and the year's average was only 41.8 per cent of total kill. An average of some 65 per cent of the slaughter for the last six months of 1953 in the cow and heifer class would be necessary to check the increase.

Another development this year tending toward holding down increased numbers in the future is the sharp increase in slaughter of calves. In recent weeks, slaughter of calves has shown as much as 55 per cent increase over last year, while mature cattle slaughter has been running only about 35 per cent over a year ago. If this pace keeps up through the fall, large numbers of potential breeding stock in the form of heifer calves will be taken out of the picture.

Range Conditions

Range feeding conditions were improved in many areas the past month, by varying amounts of rainfall, particularly in the southwestern drouth territory. Grazing conditions as of Aug. 1 were good in the Dakotas and northern and eastern Montana. Wyoming feed was fair, with some dry spots. Nebraska range was good but below average. New feed was started in eastern Colorado, western Kansas, Oklahoma, eastern half of Texas, parts of New Mexico and much of Arizona. Dry conditions continued in parts of western Oklahoma and parts of New Mexico. Western, southwest and southern parts of Texas were critically dry, but a general rain late in August in these areas was highly beneficial. Mountain areas and western sections of Colorado had good feed. The northern sections of Utah and Nevada had fair feed that dried rapidly, but sections in southern Nevada were critically dry. In the Northwest, Idaho, Oregon and Washington had good range and pasture feed. California feed was generally good.

Fall Stocker-Feeder Outlook

The fall outlook for stocker and feeder cattle prices remain uncertain. Growers and buyers were in many cases at least \$2 to \$3 apart in getting together. Some immediate delivery sales in August showed good quality two-year-old steers bringing \$17 to \$18, with a few up to \$19. A few sales of yearling steers were reported at \$15 to \$17, some reaching \$18 and \$19. Good quality heifers were reported at \$14 to \$16, few to \$17 or slightly above. Good quality stock cows brought \$100 to \$130 per head. Demand in August for current delivery was centered upon fleshy two-year-old steers for short-term feeding. Stock calves in general had a very poor outlet, by way of contrast, and in many cases killers were taking the bulk of calves available.

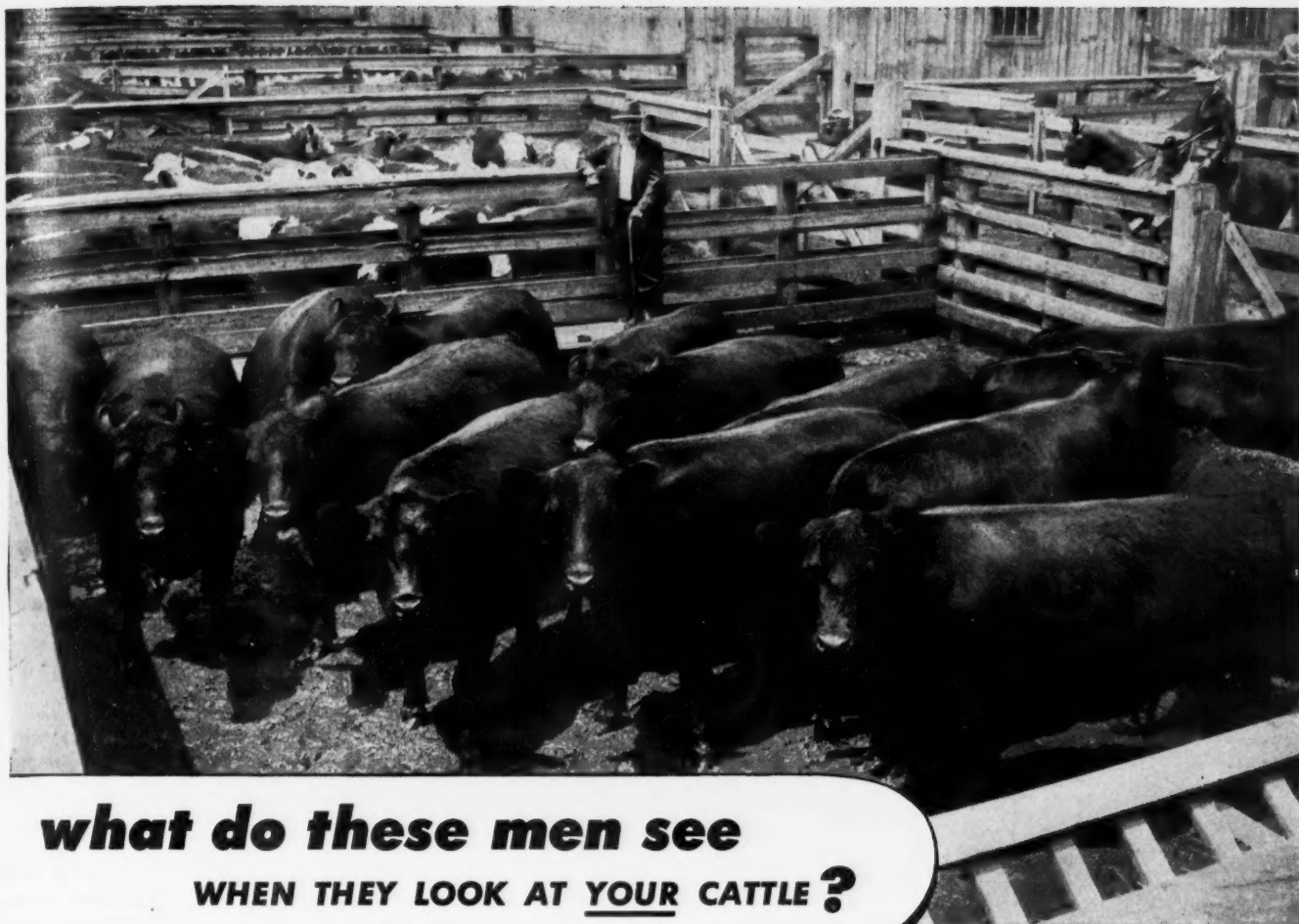
COULTER'S HEREFORD SALE October 15th

40 Coming Two Year Old Bulls

10 Females

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- That's why smart cattlemen ship via Burlington. They know that they can rely on this railroad and its skilled cattle handlers to get their stock to market in top condition. For careful handling, make sure your livestock moves *via Burlington*.

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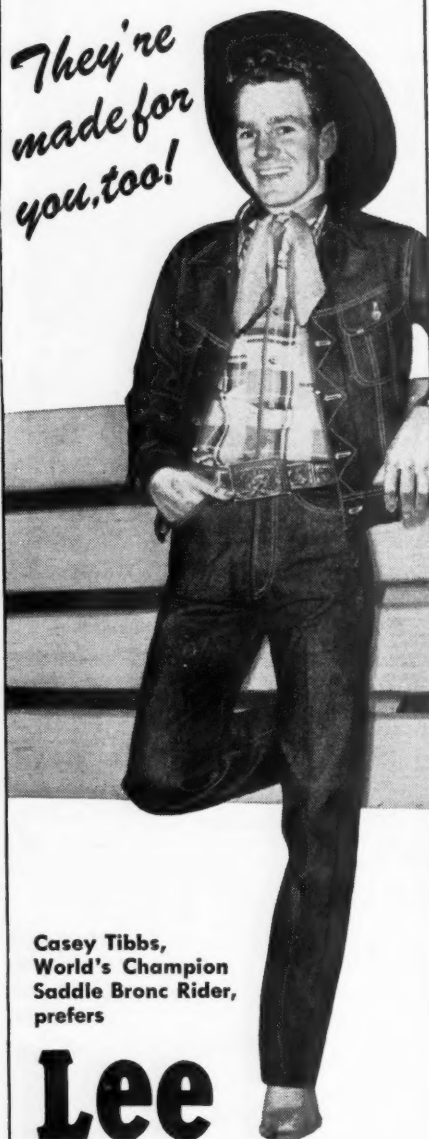
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largest carriers of livestock
and agricultural products.*



Contracts drawn in advance for later fall delivery were few and far between. Many buyers indicated the desire to purchase good quality steers for fall delivery around \$15 to \$16 or below, with some financing institutions talking \$14 or less. But asking prices were generally around \$17 to \$18 or better, some asking as high as \$20. Apparently banks and other loan institutions will have a tighter hold on credit this year and will be a deterring factor, in case fed cattle should develop strength and resulting optimism spread to stock cattle buying.

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World's Champion
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(Genuine Western Cowboy Pants)
Sanforized—They stay your size!



None genuine without this
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THE H. D. LEE COMPANY
General Offices, Kansas City, Mo.
Ten factories coast to coast

The Convention (From Page 8)

your convenience) include two huge, nationally known one, the Antlers and the Broadmoor, both pictured on this page.

Guests from all over the world have praised the surroundings of Colorado Springs and the adjacent resort suburbs, which can be reached at any time of year by short, thrilling auto or bus trips. . . . Which brings up the thought of climate: It is a rare day indeed that the sun does not shine, and fogs and high winds are infrequent. Daytime winter temperatures average between 50 and 60 degrees, precipitation is low and warm sunshine and general mildness cause snow to melt quickly.

The convention city is a live-wire one offering numerous ways to spend even a brief stay pleasureably. In addition to the hotel dining rooms and coffee shops, there are a large number of good restaurants. There are a television station,

several radio stations, and a good assortment of parks and theaters. All in all, a fine prospect—as those already familiar with this convention city know.

The Parity Picture

The average price received for beef cattle in July 1953 was \$17.30 which was 82 per cent of the parity figure of \$21.10.

Prime steers sold at Chicago in July per \$26.21 or about 87.5 per cent of the \$29.96 parity figure.

Choice steers sold for \$24.41, or 87 per cent of the \$28.06 parity.

Utility steers sold for \$14.47, or 70.6 per cent of the \$20.47 parity figure.

Utility cows brought \$12.05 or 69.6 per cent of parity which was \$17.30.

Price of all grades and classes of feeder steers at Kansas City was \$16.75 in July, 74.8 per cent of parity which stood at \$22.37.

HOTEL RESERVATION FORM

I expect to attend the 57th Annual Convention of the American National Cattlemen's Association, to be held in Colorado Springs, Colo., Jan. 12-14, 1954, and request that hotel accommodations be reserved as follows:

I expect to arrive about.....on January....., 1954

I expect to leave about.....on January....., 1954

Important: Reservations without date and approximate time of arrival cannot be used.

Below is a list of the hotels to be used. In addition there are numerous motor courts with very fine accommodations ranging from \$5 per day for one or two persons up to \$18 per day for four to six persons. If you desire motor court accommodations, please indicate on line "First Choice" below. You will be assigned to one of the finest courts in the region.

(Where rates are specified, accommodations will be provided at that rate if available, otherwise the next highest rate will apply.)

Name of Hotel	Single Room with Bath	Double Room with Bath
ACACIA HOTEL	\$4.50 - 6.00	\$ 7.00 - 9.00
ALAMO HOTEL	5.00 -	8.00 - 9.00
ALBANY HOTEL	4.00 - 6.00	5.00 - (Twins - \$7.00)
ALTA VISTA HOTEL	4.00 - 6.00	6.00 - 9.00
ANTLERS HOTEL	8.00 -	10.00
ARROW HOTEL	3.50 - 5.00	5.00 - 7.00
CHEYENNE HOTEL	6.00 -	7.00 - 8.00
BROADMOOR HOTEL	8.50 -	14.00 - (Suites-\$20.00)
JOYCE HOTEL	4.00 -	5.00 - (Twins - \$6.00)

(Suites available in most hotels. Rates depend on accommodations)

Please indicate hotels of your choice in the following order and check approximate rate bracket:

1.Single.....
2.Double.....
3.Twin.....

RATES: () \$3.50 () \$5.00 () \$7.00 () \$9.00 () \$12.00 () \$15.00 () \$18.00 () \$20.00

Names of those to occupy room.....

Please mail to:

Clayton J. Banta, Director
Conventions - Publicity
Chamber of Commerce
Colorado Springs, Colorado

Reservations will be confirmed to you directly by the hotel or motor court to which you are assigned. Choice preference will be followed insofar as possible. Should you arrive later than specified please notify the hotel or motor court directly.

Note: All reservations and confirmations will be made in the order received.

Name.....

Address.....

AMERICAN CATTLE PRODUCER

The 'National' At Work

THIS COLUMN is designed to acquaint cattlemen with what is being done in their behalf by the American National Cattlemen's Association.

● Biggest news this month is the meeting of the general council in Denver, Aug. 14 and 15, at which 16 states were represented. The group decided that a program of (1) intensified promotion of beef merchandising and (2) more government buying of beef for foreign aid, the army and school lunches was a better plan than to get involved in government regimentation. Included among those present at the meeting were Sam Hyatt, Hyattville, Wyo., association president; Jay Taylor, Amarillo, Tex., first vice-president, and O. W. Lynam, Burdett, Kan., chairman of the National's public relations committee.

● Action on public relations included planning for a new low-cost beef cooking school TV film and winding up of a 15-minute TV film showing what cattle ranching, beef and its consumption really mean. (PR Director Lyle Liggett is out directing the movie these days and says it will be ready Dec. 1.) Be sure to see this new film at the coming Colorado Springs convention.

● Rad Hall, assistant executive secretary, announces the first "dope" on the convention, Jan. 12-14. (See Page 8). Convention headquarters will be the Antlers Hotel. Also very popular is the Broadmoor Hotel. Robert Burghart of Colorado Springs is chairman of the local arrangements committee.

● Last month Secretary F. E. Mollin's activities included a talk at Shenandoah, Ia., where the Midwest Livestock Feeders Association met Aug. 10-11. He explained the American National's stand on supports and urged heavier marketing of cows and heifers as an inventory control program. Mr. Mollin arranged also that, at a meeting between stockmen and President Eisenhower during the President's stay in Denver, the subject of earmarked funds for food for foreign nations be discussed and that beef be included in the purchases. Mr. Mollin left for Washington, D. C., in late August to attend a meeting of a tariff committee and a meeting of the Natural Resources Committee of the U. S. Chamber of Commerce.

● Chairman A. A. Smith of Sterling, Colo., and his building committee, closed the deal on the site for an American National building at 17th & Clarkson, seven blocks from the Shirley-Savoy Hotel. T. H. Buell & Company were selected as architects and have submitted tentative plans for a modern stone structure.

● The beef promotion program, so long urged by the American National, is finally getting into high gear. Retailers started their stepped-up selling campaign and will keep after it for some

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This NEW "VISALIA" HAT reflects our 83 years' experience in supplying western wear of dependable quality and value.

Our own design: 3-inch brim, 5 1/2-inch crown, silver belly color, 3-X quality fur felt with raw edge and 3-cord band. Equal or superior to much higher priced hats in styling, comfort and wear.

\$10.00

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Sioux Falls, So. Dak.

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Spokane 8, Wash.

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DAYTON, WYOMING



RANCH

time. All branches of the industry are being urged to cooperate.

● Tom Arnold, Valentine, Nebr., chairman of the committee on sanitary regulations, and Secretary Mollin will attend a meeting on Brucellosis in Washington, Sept. 28-29.

● Named to represent the American National at the meeting of Resources of the Future, Inc., are American National President Sam Hyatt of Hyattville, Wyo.; A. D. Brownfield, Deming, N. M.; William B. Wright, Deeth, Nev.; J. Elmer Brock, Kaycee, Wyo., and Louie Horrell, Globe, Ariz. The meeting takes place Dec. 2-4 at Washington, D. C.

● The Charolais cattle smuggled from Mexico into Texas and then to Louisiana

are still in quarantine in Louisiana, and since the Customs Bureau is holding them rather than the BAI (the smuggling occurred before the Mexican border was closed), the American National has asked that the animals be destroyed or at least returned to Mexico. We cannot believe the Customs will auction these animals as it does sometimes with smuggled goods. That would mean risk of a foot-and-mouth disease outbreak. The American National has asked the state associations to add their support to the request.

● A letter has gone to the Internal Revenue over the signature of Frank S. Boice, chairman of the National Live Stock Tax Committee, asking for rulings

on compensation derived from the forced sale of livestock suffering from hyperkeratosis—that the taxpayer should be permitted to elect non-recognition of gain in such sales. The problem arose out of a widespread condition of hyperkeratosis last winter in Oklahoma, New Mexico and Texas.

GENERAL COUNCIL MEETS IN DENVER

A RESOLUTION adopted by the general council of the American National Cattlemen's Association in a meeting at Denver, Colo., Aug. 14-15, stated:

"Whereas, The United States Department of Agriculture, through its Plentiful Foods program and other emergency actions, has embarked on a campaign to purchase a quantity of beef for the school lunch program, for the military and for foreign aid, which latter is considered a more effective action than direct cash donations to needy lands; and

"Whereas, These purchases have aided in strengthening the market because such purchases are planned to coincide with the heaviest market supply; therefore be it

"Resolved, That the Department of Agriculture be commended for its far-sightedness in promptly establishing this practical program; and that the department be urged to accelerate and expand, through use of all available moneys, its activities to take into account the unusually heavy supply of cattle expected to be marketed between September and December."

Thus, leading cattlemen from 16 states, meeting as the council, launched a two-point "self-help" program as the alternative to regimentation of their industry. The group called the overall government plan an important phase of the efforts which have resulted in price improvements, or at least served to "brake" the down-sliding cattle prices of the spring and summer.

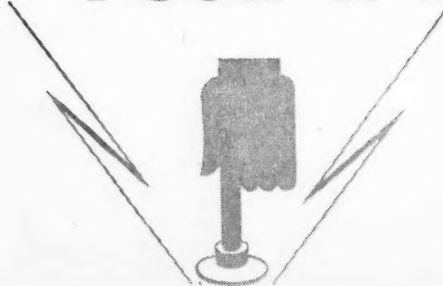
A year ago the American National and its 23 affiliated state beef cattlemen's groups initiated a self-help program which included promotion and merchandising of beef in cooperation with packers and retailers.

The government was called on to accelerate at once the buying of beef products for school lunches and the military, and for foreign aid—which they felt was a diplomatic move superior to the making of cash donations to needy nations. It was felt that a greater saving to the taxpayers and a wider market for cattle would result if the government's program went into high gear now.

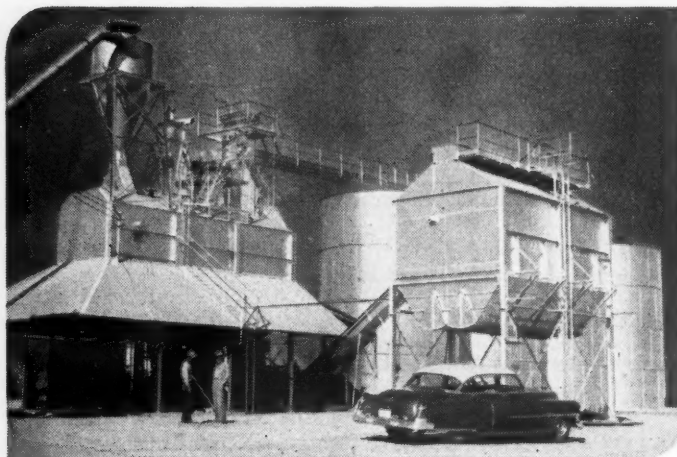
The men attending the meeting heard of intensified efforts of cattlemen's associations, packers, retailers and the federal government to increase future beef consumption with a coordinated merchandising campaign. Special campaigns have been worked out to increase an already record beef consumption, with retailers throughout the nation continuing to offer additional beef bargains as the bulk of the 1953 "cattle

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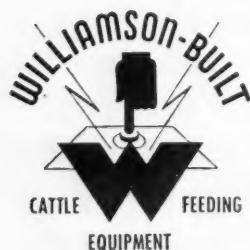
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crop" moves seasonally to market.

The stockmen feel the cattle price situation would have been worse than during the depression but for the alertness of their associations last year in developing the various programs already in effect or now in the planning stage.

* * *

While the men were considering their problems, members of the National CowBelles also were at work in Denver. Meeting with Mrs. Ralph Cowan of McNeal, Ariz., the National CowBelle president, the ladies among other things discussed plans for the January convention of the American National and the CowBelles at Colorado Springs.

Public Relations Group Maps Program

An expanded program of news stories on the cattle industry and on beef purchasing and preparation was emphasized at a meeting Aug. 15 of the American National's public relations committee.

Headed by O. W. Lynam, Burdett, Kans., the committee reviewed a number of stories which have been sent at frequent intervals in recent months to several hundred newspapers and radio stations across the nation. Most of the stories were aimed at the homemaker in additional efforts to promote extra consumption of beef.

The committee also made preliminary plans for establishing a National Beef Week this fall.

Also discussed were progress on a special television movie being made this summer and plans for an additional film to be made later this fall in cooperation with the National Live Stock and Meat Board.

The committee's movie is being purchased by the Denver office, with cooperation from cattlemen of the Denver area. This is being done to conserve on travel expenses. The film will be ready for release in November and is one of the first in the agricultural field to be designed primarily for television.

Other activities of the committee include a series of tape recordings on cattle problems for use by 54 radio stations in 30 states, publication of educational booklets, production of beef merchandising aids, and service to the livestock and general press.

RATE FROM DROUTH AREAS

Railroads have provided a reduced rate for movement of livestock from drouth areas to grazing. The rate applies to carlots and is 100 per cent of the outbound commercial rate (not feeder or stock rates which are 85 per cent of the commercial) with the return free.

To get the rate a rancher must obtain a "certificate of eligibility" from the local county USDA drouth committee and return the animals for restocking when conditions permit.

The rate, which started Aug. 14 and expires Dec. 31, 1953, does not apply to shipments to public or private stockyards.

Hearings in West on Administration's Grazing Bill

The Senate Committee on Agriculture and Forestry will hold hearings on grazing policies and range improvements in the national forests, beginning at Albuquerque, N. M., on Sept. 11, then at Salt Lake City, Utah, Sept. 15, and finally at Helena, Mont., Sept. 17.

These are preliminary to hearings in Washington next year on S. 2548, a bill introduced at the request of President Eisenhower on administration of the national forests. State agricultural officials and farm, livestock, recreational, wildlife and soil conservation groups will be invited to send representatives, according to Senator George Aiken, chair-

man of the committee. He said discussion will be confined to grazing policies and range improvements.

The hearings will be from 9 a. m. to 1 p. m. At Albuquerque they will be held in the Science Lecture Hall of the University of New Mexico; at Salt Lake City in the Governor's Conference Room, State Capital Building, and at Helena in the House Chamber, Capitol Building.

COVER PICTURE

One of the artificial water holes Norman Smith of Larkspur, Colo., has on his mesa ranch makes a good picture of some of his Blacks.

the pay-off



Many "AMERICAN CATTLE PRODUCERS" know the extra scale, quality and pounds put on their calves by WHR BULLS

**On the range or
in the feedlot added pounds add up**

Plenty of good bulls available at WHR.
Some of the best will be in our

Annual WHR Sale, Sept. 30

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Write for Catalog
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CALIFORNIA ASSOCIATION RELEASES SUPPORT SURVEY FIGURES

The California Cattlemen's Association last month published the results of a poll on the subject of support prices for cattle and a heavier beef purchase program. Ballots were cast by 1,253 members and, of these, 208 were opposed to government help of any kind. These 208 members were included in a total of 963 who cast their vote against price supports. One hundred, forty-seven voters favored price supports for cattle.

Owners of not more than 100 head of cattle represented 30.6 per cent of those who voted on the question of supports.

Those having 100 to 250 head represented 29 per cent of those voting on the question; and those who own more than 250 head of cattle represented 40.4 per cent of those voting on this question.

Persons with not more than 100 head had a lower percentage voting for price supports, and a higher percentage voting against supports, than those in the other two operation categories.

In all, 973 members were in favor of a heavier beef purchase program to bolster cattle prices and stabilize the market; 225 voters, including the 208

who opposed all government aid, cast their vote against a heavier beef purchase program.

Those against every kind of government assistance represented 16.6 per cent of the total number who cast ballots. The voting of those against any federal aid in each of the three sizes of operation was practically the same. Out of the 208 members voting against any help, 63 had 100 or fewer cattle; 72 had 100 to 250 head, and 73 had 250 head or more.



Noah Ward, secretary-treasurer of the Louisiana Cattlemen's Association, and Albert H. Steinbach, president of the East Baton Rouge Parish Cattlemen's Association, recently presented \$100 rewards each to Albert A. Joachim and E. Valery, who are night livestock receiving clerks at the New Orleans Stockyards, Arabi, La. The two men furnished information which led to the apprehension and conviction in a theft case involving cattle stolen from a member of the two associations. They turned the data over to Allen H. Stevens, a local livestock inspector for the Louisiana Livestock Brand Commission, who completed the necessary investigations leading to a conviction. Several similar rewards have already been paid, in line with the state association policy of matching dollar for dollar, to \$100, put up by local associations in thefts. (L. to R.) Messrs. Ward, Valery, Joachim, Steinbach, Stevens.

MEAT BOARD OPENS DISPLAY PROGRAM

The National Live Stock and Meat board on Aug. 14 opened its fall and winter schedule of educational meat exhibits at the Illinois State Fair, as the first in a series that will cover leading state fairs, livestock expositions and other events across the country in the next few months. New types of exhibit displays, colorful and eye-appealing, will present practical, down-to-earth lessons concerning one of America's outstanding foods. A unique feature of this year's plan is one presenting a comprehensive idea of the diets of four countries—Australia, the United States, China and India. A definite relationship between consumption of meat, length of life and other factors will be indicated. Also visitors will be able to participate in contests testing their skill in correctly naming 15 meat cuts, and at writing slogans attesting to the importance of meat.

No Ranch Sale This Year . . . BUT WILL SELL PRIVATELY

After October 15 — Foundation Angus Cattle

100 commercial heifer calves
130 purebred and commercial cows
25 purebred and commercial yearling heifers
50 bull calves

These Cattle Are in Excellent Shape After a Good Season

BEST QUALITY ANGUS

Will enter 20 commercial heifer calves in Montana Aberdeen-Angus Association sale in Billings, October 22, and 20 commercial calves in North Montana Angus Association sales in Great Falls, October 24.

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**Bang's Vaccinated
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18 miles southwest of Grass Range, Montana
Excellent landing strips
95 miles north of Billings
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M

LIST OF STATE CATTLEMEN'S ASSOCIATIONS AND OFFICERS

Here is a ready-reference index of state associations which hold affiliate membership in the American National Cattlemen's Association, with names and addresses of principal officers:

Alabama Cattlemen's Assn., 225 Dexter Ave., Montgomery, Ala.—E. H. Wilson, sec.; Preston C. Clayton, Clayton, Ala., pres.

Arizona Cattle Growers Assn., Adams Hotel Lobby, Phoenix, Ariz.—Mrs. J. M. Keith, sec.; Ralph Cowan, McNeal, Ariz., pres.

Arkansas Cattlemen's Assn., Box 283, Paris, Ark.—Leon Gray, sec.; H. F. Techmeyer, Scranton, Ark., pres.

California Cattlemen's Assn., 659 Monadnock Bldg., San Francisco 5, Calif.—J. Edgar Dick, sec.; Jake Schneider, Sloughhouse, Calif., pres.

Colorado Cattlemen's Assn., 4651 Lafayette St., Denver, Colo.—David G. Rice, Jr., Sec.; Leavitt Booth, Arvada, Colo., pres.

Florida State Cattlemen's Assn., Box 625, Kissimmee, Fla.—J. R. Gunn, sec.; R. Elmo Griffin, Box 625, Kissimmee, asst. sec.; Ben Hill Griffin, P.O. Box 297, Avon Park, Fla., pres.

Georgia State Livestock Assn., Athens, Ga.—Chas. E. Bell, Jr., Extension Bldg., University of Georgia, College of Agric., Athens, sec.; Ben Smith, 1323 Chandler Bldg., Atlanta 3, Ga., pres.

Idaho Cattlemen's Assn., 308 Continental Bk. Bldg., Boise, Ida.—Leon L. Weeks, sec.; Seth Burstedt, Challis, Ida., pres.

Kansas Livestock Assn., 909 Harrison St., Topeka, Kan.—A. G. Pickett, sec.; C. Earl Kielhorn, Cambridge, Kan., pres.

Louisiana Cattlemen's Assn., Box 4093, Capitol Station, Baton Rouge, La.—Noah Ward, 6321 Government St., Baton Rouge, sec.; N. H. Dekle, Brusly, La., pres.

Mississippi Cattlemen's Assn., 514 East Amite, Jackson, Miss.—Justin H. Doak, sec.; Fred W. Klyce, Jr., Sardis, Miss., pres.

Montana StockGrowers Assn., Box 1679, Helena, Mont.—E. A. Phillips, sec.; G. R. Milburn, Grass Range, Mont., pres.

Nebraska StockGrowers Assn., Box 590, Alliance, Nebr.—W. A. Johnson, sec.; D. C. Schaffer, O'Neill, Nebr., pres.

Nevada State Cattle Assn., Box 871, Elko,

Nev.—Samuel C. McMullen, sec.; Oren Boies, Contact, Nev., pres.

New Mexico CattleGrowers Assn., Box 617, Albuquerque, N. M.—Horace Hening, sec.; Ed Heringa, Clayton, N. M., pres.

North Dakota Stockmen's Assn., Missouri Valley Motors Bldg., Bismarck, N. D.—R. M. Miller, sec.; V. J. Christensen, Watford City, N. D., pres.

Oklahoma Cattlemen's Assn., Box 1128, Oklahoma City, Okla.—E. O. Derrick, sec.; W. E. Van Vacter, 1207 So. Agnes, Oklahoma City, exec. sec.; Wayne Rowe, Lawton, Okla., pres.

Oregon Cattlemen's Assn., Ochoco Inn, Prineville, Ore.—Frank Beeson, sec.; J. C. Cecil, Burns, Ore., pres.

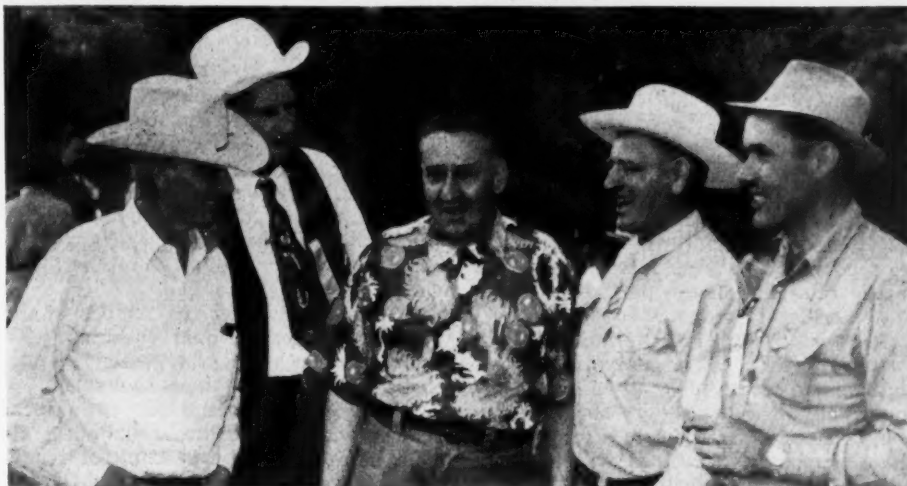
South Dakota StockGrowers Assn., Box 1148, Rapid City, S. D.—W. M. Rasmussen, sec.; Ralph Jones, Midland, S. D., pres.

Texas and Southwestern Cattle and Horse Raisers Assn., 410 E. Weatherford, Fort Worth, Tex.—Henry Bell, sec.; T. L. Roach, Box 1871, Amarillo, Tex., pres.

Utah Cattle and Horse Growers Assn.—J. Wells Robins, Scipio, Utah, pres.

Washington Cattlemen's Assn., 120 W. 6th Ave., Ellensburg, Wash.—J. K. "Pat" Ford, sec.; W. M. Fancher, Tonasket, Wash., pres.

Wyoming StockGrowers Assn., 1605 Central Ave., Cheyenne, Wyo.—Robt. Hanesworth, sec.; Mrs. Myrna Agee, asst. sec.; Lloyd Taggart, Cody, Wyo., pres.



The interesting old town of Silver City, Ida., provided background for last month's meeting of the Owyhee County Cattlemen's Association. Here are seen (l. to r.) Milford Vaught, vice-president of the state association; Sheriff Claude Sullivan of Murphy; Ben Wheeler; Mr. McCracken, and A. H. Blackstock, state senator from Marsing.

MARK YOUR CALENDAR

and make this your invitation
to attend these **two** great
livestock events!

● American National Cattlemen's Association Convention

January 12-13-14, 1954—Colorado Springs, Colorado

● National Western Stock Show—Horse Show—Rodeo

January 15-23, 1954, Denver Union Stockyards

- National Shorthorn Show & Sale
- Hereford & Aberdeen Angus Breeding Shows & Sales
- 2,000 Purebred Bulls for Sale in the Stockyards
- Feeder Cattle Carload Show & Sale
- Fat Steers - Sheep - Hogs - Quarter Horses, Palomino, Arabian & Thoroughbred Horses
- Seed Show - Wool Show - Poultry Show

18 Horse Show and Rodeo Performances

For Ticket Order Blanks, Entry
Information and Premium Lists, Write:

John T. Calne, III, Gen'l Mgr.
National Western Stock Show
Denver 16, Colo.





LADIES' CHOICE



Through a RANCH HOUSE WINDOW

Remember the O. Henry story about the "citizen of the world" who held so detached an attitude toward the good and bad points of every city and country on the globe . . . until someone criticized the waterworks of his home town? I suspect there's a little of that partisanship for our own small bit of the earth in each of us; I know my own interest stretches easily to cover all the activities of all the CowBelle chapters everywhere but there's a little thrill of local pride in reporting this step into the field of public relations on the part of our own state and local groups.

In the words of our Chairman, Mrs. F. R. (Evalyn) Farnsworth, this is an idea that should work out well in any community, and she hopes very soon to have some beautiful statistics to offer on how these personalized recipes will increase meat sales, particularly of the less-demanded and cheaper cuts. If so, that should please both the butcher and our city cousin, the housewife . . . a very nice way, it seems to me, to "make friends and influence people." But I'll let Evalyn Farnsworth, of Porterville, Calif., tell you about it.

* * *

"After our very successful meat cooking demonstration last spring," says Mrs. Farnsworth, "we heard so much comment from women who were unable to attend that we felt there should be some follow-up on it that wouldn't be hampered by the time limit. After talking with several of our local butchers I had the idea of printing recipes for specific cuts of the less demanded meat to be presented with our compliments and distributed by them over the counter to their customers. I found the butchers were very enthusi-

astic and particularly pleased with the personal element (each recipe printed is a favorite of some local ranch wife, of course.)

"Our first recipe, Crown Roast of Short Ribs, came out in early June, and we felt that the crown motif, to coincide with the coronation, gave us a fine introductory gimmick. Since shoulder cuts seem to be the local problem, the other five recipes in this experimental series will deal with them, with chuck ground or rolled or pressed . . . in fact, any way it can be 'glamorized.'

"We are delivering the recipes to the butchers personally and checking with them for comments, suggestions, criticisms and (we hope) increased sales.

"Though this started out as a local project with our Tulare CowBelles, almost before the first printing of recipe cards was off the press the Kern County group decided to join us. Then, in late June it was taken over as a state-wide project by the California CowBelles. Since then the idea has been spreading fast." (At its July meeting the infant San Diego County branch decided to go along with this excellent publicity idea to.—ED.)

"The recipes, attractively printed on standard sized recipe file cards; carry the legend 'Presented and recommended by the California CowBelles,' (with name of the county branch.) For additional spot appeal, the printers will by-line the recipe with the name of a local ranch wife at no extra charge."

* * *

Well, there it is—a concise and interesting report on a public relations project that is working out well for some of our CowBelles. We'd like to hear from other

state and local chairman on similar ideas that have worked out for them, and that might be adapted to other groups.

I'll hope to hear from many public relations chairmen. Please don't let me down!—Dorothy McDonald.

At Home on the Range

Some years ago a neighbor of ours brought his bride, fresh from the city, to live on a ranch near here. Among their wedding presents was a beautiful home freezer from her folks . . . and half a prime beef to put in it from his.

It must have been four or five months later (beef prices were sky-high at the moment, I recall) when at a town party we both attended I heard one of her apartment-dwelling friends say to her how very lucky she'd been to get all that meat "for free."

"I guess so," the bride agreed dubiously, "Though I'm beginning to wonder if it wasn't a freak Joe's father wanted to get rid of anyhow. I don't see how any normally-built animal could have so many ribs!"

* * *

When there's only a few remaining packages from the last butchering in your locker or home freezer, do you sometimes feel that same way about it? If so—and if you've tried all the familiar recipes for barbecued ribs, braised ribs, etc.—perhaps you, too, will enjoy this Crown Roast of Short Ribs, Evalyn Farnsworth's first recipe presented and recommended by her state and county groups. My family loved it!

CROWN ROAST OF SHORT RIBS

2 strips of short ribs 3 inches wide. Sew or skewer ends together. Place on racks in roasting pan and fill center with potato dressing. Season well with your favorites—mine are salt and pepper, garlic salt and half a teaspoon of curry powder well mixed together and rubbed into the ribs. Cook uncovered in a slow oven, 300 degrees, for one hour. Add a little water and continue to cook for another hour and a half or until tender.

POTATO DRESSING

- 4 slices bacon
- 1 tbsp. chopped onions
- 1 tsp. chopped parsley
- 1 tsp. salt
- ¼ tsp. poultry seasoning (or to taste)
- 1 quart dry bread crumbs
- 1 egg
- 2 cups mashed potatoes
- Pepper
- Dash of ginger (optional)

Dice and brown bacon. Add onions and cook slowly until tender. Combine with crumbs. Add lightly beaten egg and mashed potatoes. Mix lightly but well. Moisten with a tiny amount of water or stock if necessary.

Well-seasoned and browned, you'll find this inexpensive roast as handsome as

AMERICAN CATTLE PRODUCER



Planning their activities for the American National convention in January were these ladies, in special meeting at Denver Aug. 14. L. to r. (standing): Mrs. Thomas Ashley, Saguache, Colo.; Mrs. Carl Bledsoe, Aroya, Colo.; Mrs. Frank Fehling, Nathrop, Colo.; Mrs. Russell Rose, Pueblo, Colo.; Mrs. Phil Nowlin, Douglas, Ariz., National CowBelle secretary; Mrs. Terry Robinson, Pagosa Springs, Colo.; Mrs. J. T. Wadlow, Whitewater, Colo.; Mrs. O. W. Lynam, Burdett, Kan.; Mrs. Arthur Starr, Austin, Colo.; Mrs. Kelso Musser, Delta, Colo. (Seated): Mrs. Ralph Cowan, McNeal, Ariz., National CowBelle president; Mrs. Tom Field, Gunnison, Colorado CowBelle president; Mrs. Leavitt Booth, Arvada, Colorado CowBelle vice-president and general CowBelle convention chairman.

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the most glamorous standing rib roast. And I think your family will vote it just as fine in flavor.

And so . . . good eating . . . and good evening . . . to you all. DM.

CowBelle Notes

The San Diego County (Calif.) Cowbelles held their midsummer meeting at the beautiful ranch home of Mr. and Mrs. Lawrence Oliver on the Oliver Purebred Ranch at Descanso, July 29. Report was made on the successful completion of their first philanthropic endeavor, the donation of a beef to the Door of Hope Home. Plans were made to join the California state group in presenting a "favorite recipe" public relations project through local butcher shops. Since one of the CowBelle members, Mrs. Jane Orbom of Pine Valley is a well-known cookery expert, she volunteered to get the project off to a good start by a picture and story spread in the local Sunday newspapers. Mrs. John J. Bartholdi was made public relations chairman to carry out this and other similar publicity ideas. It was decided to hold a picnic and barbecue for CowBelles, their families and friends in mid-October. The president appointed committees to draw up the preliminary plans for this party which is expected to entertain some 500 people, and we'll have more about that in the next issue.

When the Eastern Idaho State Fair takes place in Blackfoot, the state's CowBelles are going to be in charge of one of the National Live Stock and Meat Board booths. This is just one step in their planned program aimed at advertising and promoting the "Eat More Beef" campaigns.

The Western Colorado CowBelle Council met Aug. 6 in Grand Junction. The 90 delegates to the meeting were guests of the Columbine CowBelles of Grand Junction and Fruita and the Kannah Creek CowBelles of Whitewater.

Mrs. J. T. Wadlow, president of the council, reported that the group will again sponsor an essay contest this year, and that souvenirs from the council will be provided to CowBelles attending the American National Cattleman's Association convention in Colorado early next year.

Discussion centered around the coming year's work and appointment of committees to direct and coordinate CowBelle projects. The November meeting will be at Montrose.

NEW MERCHANDIZING WAY

A new development in retail beef merchandising—"Dinner Time Beef Pot Pie"—will be of additional help in moving beef as well as in serving the busy housewife.

A hearty family meal complete in one can is the Beef Pot Pie developed after three years of research by Trenton Foods, Inc., of Kansas City, Mo. The pie is 17 ounces of delicious, flaky crust,



Beef Pot Pie Tin

lean chunks of quality beef, tender peas, carrots and potatoes in a gravy seasoned with onions and tomato puree.

The pie needs only a short baking period in its own can, which can be used over and over as a pie tin or baking dish. It is particularly attractive to housewives with little time for meal preparation and is especially valuable during warm weather because it becomes a satisfying and nutritious hot meal without heating up the kitchen.

Another quality which is contributing to large sales in those areas into which it has recently been introduced is that the pie does not require refrigeration and keeps perfectly on the pantry shelf for a long time—always ready to pop into the oven at the last minute.

Price on the "Dinner Time Beef Pot Pie" is in the 69 to 79-cent bracket, making it competitive with frozen poultry pies which have become so popular in recent years.

MEET YOUR NEIGHBORS

It seemed a nice idea to feature Evalyn Farnsworth and her family this month, but as the letters shuttled back and forth between us I found that hers were more filled with reports on this "Operation Recipe" of which she is chairman than data on herself and her own interests.

From what meager bits I gleaned I'll try to introduce you . . . and perhaps the fact there were pages and pages of information on this CowBelles public relations project to every word about the Farnsworths is after all a very good thumbnail sketch of this modest but outstanding ranch family.

"I can't write about myself alone," says Evalyn Farnsworth, "for our business is completely a family affair. My husband, Freeland, our daughter Sandra and I operate as a unit; Farnsworth, Inc., as all three of us. Freeland, Sandy and I do all the riding connected with the care of the cattle and I keep the records. Perhaps that's why I especially

enjoyed the Neighbor column when you introduced Mrs. Ellis of the Bell Ranch; her experiences are much like my own—except, perhaps, that my methods of bookkeeping are not as excellent as hers seem to be."

The Farnsworths are all natives of Tulare County, where they now live. Both families crossed the plains in covered wagon days; in fact, Mr. Farnsworth's paternal grandparents were in the group that separated from the ill-fated Donner party at the Great Salt Lake . . . "a fact," says Mrs. Farnsworth, "for which I have been very glad for many years now."

As far back as they can trace in both families, cattle and horses have been important. When Freeland and Evalyn were married in 1931 both their families were raising commercial Herefords. That same fall the first of their purebreds were purchased and now they have nothing but registered stock, polled and horned Herefords.

"While the work with the cattle and their records takes a great deal of time," says Mrs. Farnsworth, "I have enjoyed being a CowBelle for the last few years. Since our ranch lies in both counties I have the privilege of being a charter member of the Kern and also the Tulare County groups."



DOMINO RETURN

HEREFORD BREEDING

Specialize in Chice Range Bulls

WINSTON BROS.

SNYDER, TEXAS



RANGE RAISED BULLS
for the
PROGRESSIVE CATTLEMAN

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F. R. FARNSWORTH

Rt. 4, Forterville, Calif.
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Registered Polled Herefords
Since 1931

REGISTERED ANGUS ABERDEEN

NORMAN H. SMITH

Larkspur, Colorado Castle Rock 8333
Top Bulls of BANDOLIER and KILKENNY
Bloodlines Choice individuals and carload lots



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You don't have to break them in to feel comfortable in your new Hyer Boots! Hyer's exclusive boot lasts give you a boot that fits the contours of your foot... smooth and glove-like over the instep, with spring steel shanks under the arch for extra support. Made of choicest materials and fully leather lined. Quality... even where it can't be seen! Try on a pair of Hyer Boots at your dealer's, or write:

C. H. Hyer & Sons, Inc.
Dep AC-2 Olathe, Kansas
Makers of Fine Boots Since 1875

HORSE POWER

They got him up and then he said:
"I wish for goodness' sake,
You wouldn't feed that frisky bronc
So danged much buckwheat cake!"
—HOWARD HAYNES

DIRECT from Factory to You

O&R Super Quality Show Halters. Hand Tooled Oak Tanned Russet Leather. Craftsmanship Finished. Double and Stitched Nose Band and Cheeks. Bright Nickel Plated Buckles, Rings and Lead Chains. Yellow Latigo Leads. The leather you love to touch. More pliable than strap or skirting and has greater tensile strength. O&R Halters have always been first choice with 4-H Club Members throughout the U. S. for many years. First time available in 3 sizes, plus a factory-to-you policy, eliminates middleman's profit. You get the savings.

No. 20, ¾" Calf with 1"x6' Latigo Lead	4.95
No. 21, 1" Heifer with 1"x6' Latigo Lead	5.50
No. 205, 1½" Baby Beef or Cow with 1½"x6½' Latigo Lead	5.95
No. 404, 1½" Bull with 1½"x6½' Latigo Lead	6.95

POSTPAID. Money order or check with order
O&R Leather Goods, Allegan 3, Mich.

Mrs. Farnsworth's nobby is taking color slides, particularly of our native wild flowers. "I had always wanted a collection of flowers," she said, "and find this a wonderful way to do it."

There is so much she did not tell me about the Farnsworths, but perhaps those of you who have met this charming and unassuming couple at conventions, or have gone up to their place to purchase a new purebred bull, and been invited to spend a day or two as honored guests at their beautiful ranch... you know how much she left unsaid.

And for the others, may I introduce another of our nice California neighbors? Meet the Farnsworths, Inc. . . . Freeland, Evalyn and daughter Sandy. You'll like them!

FEED COST-CUTTERS

SEVERAL COST-CUTTERS based on midwestern experiment station and cattle feeder's records are listed by Capper's Farmer as follows:

1. Make maximum use of good legume hay and grass silage. Steers that get a pound of roughage to 2 pounds of grain may eat just as much grain and make faster growth than those fed 3 or 4 pounds of grain for each pound of roughage.
2. Use molasses as an energy food if it is a better buy than corn. When corn is worth \$1.50 a bushel, molasses is worth \$35 to \$40 a ton.
3. Be sure ration is balanced. But don't waste protein. None is needed when grass silage or legume hay is fed liberally. With corn silage, 1¼ to 1½ pounds of protein meal may beat 3½ pounds of Purdue supplement A, which was formulated to balance cobs.
4. Feeding cobs may help cut costs. When the whole ear is ground and fed to beef cattle, cobs are worth 15 per cent as much as the grain. Cobs fed as a large part of the ration, however, require high-priced protein, which hikes cost of gains.
5. Young cattle use feed more efficiently than older animals. But a longer feeding period is required. Plan ahead; time of marketing will affect the price.
6. Keep cattle out of mud. Records from many feeders show gains go down and feed per unit of gain goes up when cattle lack a dry place to lie down, or have difficulty walking to bunks or water tanks.
7. Feed cattle only to their proper grade. When corn is high and beef low, as at present, it may not pay to feed the best animals beyond choice grade.

N. M. SLATES RANCH DAY

Southwestern stockmen who attend Ranch Day near Las Cruces, N. M., on Oct. 12 will hear a discussion of the problem of how to live with drouth on semi-arid rangelands in their part of the country. The event is an annual one, sponsored by New Mexico A.&M. College and the Southwestern Forest and Range Experiment Station of the U. S. Forest Service. A tour will include the 100-section college ranch and the 294-section Jornada range.



(Cont.
fr. P. 4)

'WAY BACK THAR—I (have) a June 9, 1905, copy of the Drovers' Journal of Chicago, (showing): Beef cows, inferior to fair, \$2.50-\$2.65; Beef cows, good to choice, \$2.70-\$3.25; Beef cows, fair to good, \$3.25-\$3.80; Beef cows, choice to fancy, \$3.30-\$4.40; Inferior to fair canning cows, \$1.20-\$1.65 choice to fancy finished beeves, \$5.90-\$6.25.—Mrs. Fern S. Barber, Hughes County, S. D.

CALIF. ADVERTISER WRITES—We intend to keep our ad running in the PRODUCER. . . . We feel we should be represented in the business magazine of our industry. We have weaned our 1953 crop of bulls and they are moving out very satisfactorily. Despite a rather freakish feed season, the weaning weight on the bull calves was 626 pounds. — F. R. Farnsworth, Tulare County, Calif.

U. P. OFFERS NEW MOVIE

The ninth in a series of agricultural motion pictures has been completed by the agricultural development department of Union Pacific Railroad at Omaha. Under the title "Blades of Green," this 15-minute, sound-color movie depicts the importance of grass; the film was prepared to encourage its proper utilization. Prints are available on request to the railroad or at the state agricultural college film libraries in the following states served by it: Nebraska, Kansas, Colorado, Wyoming, Montana, Utah, Nevada, California, Oregon, Washington and Idaho.

BLACKLEG VACCINATING SEASON IS NEAR



Advertising and Quality Sell Vaccines and Serums. Quality is set by U. S. Government that licenses and inspects all veterinary laboratories. Therefore, all products must be good.

Livestock prices are lower, so read the following prices and save money:

1. Blackleg Bacterin, 8c per dose, lower if 100 doses or more.
2. Hemorrhagic Septicemia Bacterin, 8c per dose, less in quantities of 100 or more doses.
3. Clostridium Chauvel-Septicus Bacterin. This is a combination of Blackleg Bacterin, Hemorrhagic Septicemia Bacterin and Malignant Edema. Three-way, administered in one dose, 20c per dose, less in quantities of 100 or more.
4. Redwater Bacterin, 10c per dose.

Also Instruments.

5cc syringe.....\$1.25

10cc syringe.....2.25

40cc syringe.....3.50

Herdsman and 4-H Club Supplies of All Kinds
Biologics by American Scientific Laboratories

TAYLOR BROKERAGE & DISTRIBUTING CO.
309 East 10th St. Bldg. Kansas City, Mo.

AMERICAN CATTLE PRODUCER

CHICAGO FEEDER SALES SET

Five carloads of Herefords—three cars of steer calves and two of heifer calves—made up the first entry for the ninth annual Chicago Feeder Cattle Show and Sale to be held Oct. 29-30. It was received from Merritt Ranch Roundup, Musselshell County, Mont.

In addition to the annual show, it has already been announced, a Special Chicago Feeder Show and Sale will take place Sept. 24-25. It is pointed out by the show officials that the earlier September show should be especially attractive to southwestern cattlemen. The October event will offer \$5,600 in prizes, and the cattle will be sold at auction to go into midwestern and eastern feedlots.

The cattle, in the three major beef breeds (Angus, Herefords and Shorthorns) are exhibited, judged and auctioned in lots of 20 head each; they are grouped into four classifications: steer, calves, heifer calves, yearling steers and yearling heifers.

Last year's eighth annual Chicago Feeder Show and Sale saw all previous feeder show records fall, with 446 carload entries sold.

NORTHERN ARIZ. TOUR PLANNED

Plans are being completed for a northern Arizona Hereford tour, to be held Sept. 23-25 under sponsorship of the Arizona Hereford Association with the cooperation of the Arizona Cattle Growers. The itinerary will include famous ranches in that section of Arizona, with a program that will offer both education and entertainment. There will be discussions of latest production methods and demonstrations of successful ranch operations.

WYOMING HEREFORD TOUR PLANNED

September 17-19 has been selected as the time for the annual Hereford and Grass Production Tour jointly sponsored by members of the Wyoming Hereford Association and representatives of the Agricultural Extension Service at the University of Wyoming. Area to be covered includes ranches in the Saratoga and Encampment Valley, east across Snowy Range and into Centennial Valley. Information and reservations are in the hands of Tony Fellhauer, extension livestock specialist at the university, or Dean Robinson, county agent at Rawlins.

RED BLUFF BULL SALE ANNOUNCED

California's 1954 Red Bluff Bull Sale has been set for Feb. 4-6. The sale committee anticipates that next year's offering will be approximately the same as for 1953—250 Hereford range bulls, 60 or 70 Shorthorns and 20 or 30 Angus bulls. Entry fees are \$20 per bull.

PORTLAND SHOW DATES GIVEN

The premium list of the Pacific International is now available upon request to the office at North Portland, and exhibitors are reminded that entries

SALES

SEPT.
19
UTAH

Williams Ranches Registered Hereford Sale

OGDEN COLISEUM—SEPT. 19, 1953, 10 A.M.

60 RANGE BULLS 215 FEMALES 20 HERD BULL PROSPECTS

Mostly Donald Domino 26 Blood Lines—Also 5 Proven Herd Bulls
For Catalog Write to Williams Ranches, P. O. Box 163, Ogden, U.

Sept.
19
Folsom
New Mex.

COMPLETE DISPERSION

JOHNSTON'S SQUAREBILT HEREFORDS

300 head of top quality Herefords, featuring REGISTER OF MERIT breeding.
70 head of show cattle and show prospects. Selling our half interest in
Publican Domino 173rd and W. Royal Mixer 5th. Write for catalogue.
Chas. Machemehl, Mgr., Folsom, N. M.

Sept.
23-24-25-26
Canyon,
Texas

THE WORLD'S GREATEST HEREFORD DISPERSION IN 25 YEARS

850
COWS

150
BULLS

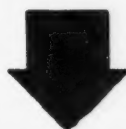
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CALVES

One of the Nation's Greatest Herds
THE OPPORTUNITY OF A LIFETIME
Geo. E. Nance, Owner, Canyon, Texas

SEPT.
30
Wyoming

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Cheyenne, Wyo. — Sept. 30, 1953



2 Big Sales at Britton, S. D.

Featuring the Get & Service of MW Larry Onward 13th
THE BULL THAT MAKES ENDS MEAT

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Thorp Hereford Farms *All Star* SALE

NORTH STAR HEREFORDS, INC.
THORP HEREFORD FARMS

Combination Sale

OCT.
17
MONT.

1st Annual Bull Sale—12 o'clock Noon—Oct. 17

At the ranch, 9 miles southwest of

Hobson, Mont.

45 Hereford Bulls

Write for catalog: E. H. Bodley, Hobson, Mont.
Herd bull prospects and top range bulls well grown out.

OCT.
19
WYO.

The BERRYS Hereford Sale

45 BULLS — 25 FEMALES

Monday, Oct. 19 — 12 Noon

Cheyenne, (At the Ranch) Wyo.

Write for Catalog to The Berrys, Cheyenne, Wyo.
There has been no let-down in quality at The Berrys.

SALES

**OCT.
20
S. DAK.**

Upper Midwest Polled Hereford Assn.

Show and Sale (Show 9 a.m.; Sale 1 p.m.)
Huron, S. Dak., at the Fairgrounds
40 BULLS—30 FEMALES
For catalog, write C. J. Kunau, Sec., Upper Midwest Polled Hereford Assn.,
Red Wing, Minn.
Our slogan: "For Polled Hereford's Best, Come to Upper Midwest."

**OCT.
26
WYO.**

Big Horn Basin Hereford Breeders Assn. OFFER 76 BULLS ON OCT. 26, 12 O'CLOCK NOON

Sale at Varney Motor Co., Worland, Wyo.
Write for catalog to J. M. Nicholls, Sec., at Cody, Wyo., or Jack Lowry,
Sales Mgr., Worland, Wyo.

SELLING PRIVATELY

250 Angus Steer Calves
N BAR RANCH

400 Foundation Cows and Heifers
GRASS RANGE, MONT.

for the show close on Oct. 1. Dates of the show are Oct. 20-24. Mammoth circus tents will be utilized for the event, since the permanent buildings regularly used are leased for use by the U. S. Air Force and pending development of a new and modern show plant for the future.

* * *

On October 23 a sale of Hereford bulls and females will be held at the Pacific International. Many of the western states are expected to contribute consignments from leading Hereford breeders. Operating for the first time as a Register of Merit show, the 1953 P-I is expected to draw many top show cattle of the breed.

ANGUS SHORT COURSE

HELD IN OKLAHOMA

More than 100 persons interested in Aberdeen-Angus production attended a

herdsmen's short course at Oklahoma A.&M. College in Stillwater some weeks ago. The state Angus association sponsored the event. Lectures, demonstrations and panel discussions were included in the program, which covered such phases of the subject as breeding improvement, rations, herd health and marketing.

NORTH MONTANA FAIR HELD

A pair of Hereford steers took grand and reserve championship honors at the North Montana State Fair in Great Falls early last month. A junior yearling shown by Bayers Hereford Ranch of Twin Bridges took the top spot, while the reserve ribbon was won by a steer entry of L. Hanson, Whitehall.

Freeman and Graves of Pulaski, Tenn., were awarded champion bull honors on a senior yearling, while another, shown by Bear Claw Ranch of Dayton, Wyo.,

got the nod as reserve champion. Wallop Herefords of Big Horn, Wyo., exhibited a senior yearling to the championship in the female division and the reserve championship went to Bear Claw Ranch for a senior heifer calf.

POLLED HEREFORD ITEMS

The 147 breeders over the nation who joined the American Polled Hereford Association in June and July included 24 Polled Hereford breeders from eight leading beef producing states of the West: Calif., Colo., Kan., Nebr., Wash., Ore., N. D., S. D. The 147 new memberships are located in 33 states; their names boosted total membership of the organization past the 10,000 mark. Of this total, 7,000 are actively engaged in breeding registered animals at present.

* * *

Member-breeders of the American Polled Hereford Association are being offered a new, unique way to publicize their herds and the breed by means of large 1954 calendars which will carry the name of the individual breeder who orders them. Further information is obtainable from the association at 1110 Grand Ave., Kansas City 6, Mo.

SAN FRANCISCO SHOW SET

The 1953 Grand National Livestock Exposition, Horse Show and Rodeo opens Oct. 30 at San Francisco for a ten-day run. A highlight of the beef cattle division will be the national show and sale of the American Polled Hereford Association, and other beef cattle sales will include the Pacific Coast Aberdeen-Angus Association Breeding Cattle Sale, Nov. 5; the Grand National Hereford Breeding Cattle Sale on Nov. 3, and the Grand National Feeder Cattle Sale the morning of the 5th.

HEREFORD RECORD SOARS

Purebred registrations with the American Hereford Association in July set a new record this year for that month. Applications received at headquarters of the organization in Kansas City during the month went to a new mark of 56,658—an increase of 1,666 over July of 1952. Registrations last year totaled 548,418.

ANGUS IN THE NEWS

The entire Angus steer calf crop of the A Bar A Ranch owned by Andrew Anderson at Encampment, Wyo., was recently sold to Geo. A. Pitts of Bloomington, Ill., for 22½ cents a pound.

* * *

Entries for the Angus Show Window Sale, to be held Nov. 30 during Chicago's 1953 International Livestock Exposition, must be sent to the American Aberdeen-Angus Breeders Association on or before Oct. 1, together with a \$5 entry fee. The sale manager is Frank Richards, 9 Dexter Park Ave., Chicago 9.

* * *

Supreme champion of the first annual Western Angus Futurity, held in conjunction with the Santa Rosa County (Calif.) Fair several weeks ago was a

AMERICAN CATTLE PRODUCER

PRETTY!

Miss Sylvia Keyes of St. Petersburg, Fla., poses with a good-looking Brahman cow and husky calf owned by her father, Clyde J. Keyes. The animals were part of a herd of 24 Florida Brahman on the mid-western show circuit this year, which drew much interest to attest to their growing popularity.



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senior yearling bull of the breed owned by John Hershey of Oildale, Calif. Five states offered 165 head of registered cattle in the competition.

POLLED SHORTHORNS MAKE NEWS

Highest price ever paid for a Polled Shorthorn bull was that recently paid in a private transaction involving sale of an entire herd of cattle. The \$12,000 price tag was applied to a son of Pit-todrie Upright, Scottish import which was sold again when Sni-A-Bar Farms of Grain Valley, Mo., dispersed in 1947. The previous record price was \$10,500.

* * *

The 1954 National Polled Shorthorn Congress will be held at Ocala, Fla., announces Executive Secretary Allan C. Atlason of the American Shorthorn Breeders Association. The dates selected for the event are Jan. 25-26. Many new purebred herds have been founded in Florida in recent years; it is expected that some 15 other states will also contribute cattle to the show and sale, with consignments coming from as far away as Nebraska.

* * *

The National Shorthorn and Polled Shorthorn Show is slated for the National Western Stock Show in Denver, Jan. 12-13, with the sale set for the evening of the 13th. Last year's show was held in San Francisco.

N. M. RODEO PRIZES UPPED

Purses for the 1953 championship rodeo at the 1953 New Mexico State Fair will total \$11,250—highest ever offered at such an event in that state, and representing an increase of more than \$1,000. The nine-night rodeo will run from Sept. 26 through Oct. 4.

MONTANA FAIR WINNERS LISTED

In the Midland Empire Fair last month at Billings, Mont., Bear Claw Ranch of Dayton, Wyo., came off with high Hereford bull honors, a senior yearling becoming grand champion; Peterson Bros. of Elko, Nev., were awarded the reserve spot on a two-year-old. Oliver Wallop of Canyon Ranch, Big Horn, Wyo., showed the grand champion Hereford female and a Bear Claw entry was the reserve female.

Angus championship and reserve awards went respectively to exhibits from J. F. McKenny & Sons of King City, Mo., and W. J. Harrer & Sons of Helena, Mont.

Wilbur P. Spring & Son, Belgrade, Mont., took the reserve and grand champion awards for Shorthorns. John Mohr, Jr., showed the grand and senior Shorthorn champion female.

SHORTHORN FEEDERS BRING 31c

The American Shorthorn Breeders Association reports a first feeder cattle sale price of the season at 31 cents a pound, as a Kansan shipped a carload of 20 steer calves averaging just under 400 pounds to Michigan for \$125 a head.

September, 1953

BULLS

FOR SALE AT PRIVATE TREATY

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

MESSERSMITH'S HEREFORDS

Our 65 yearlings ready to breed, 19 bred two's and older cows and a top herd header are now for sale. Heifer prices reduced 12 1/4 %. 10% more on lots of 20. Our big bunch of bulls begin selling Oct. 10 as usual. Write for our annual letter, phone or see

F. E. MESSERSMITH & SONS - 623 Emerson, Alliance, Nebr.

POLLED AND HORNED HEREFORD BULLS

THE RIGHT AGE FOR HEAVY SERVICE

Quality bulls raised under Wyoming range conditions

A. B. HARDIN, GILLETTE, WYO.

Where you can buy

SHORTHORN AND POLLED SHORTHORN BULLS

See page 13 for coming sales in the Midwest, Southwest and West.

We'll be glad to help you buy at any of these sales.

AMERICAN SHORTHORN BREEDERS' ASSN.

U.S. Yards, Chicago 9, Ill.

The Public . . . and You

By LYLE LIGGETT

It has been aptly said: "The producer has no beef to sell, only cattle."

The retail butcher or grocer is the man who sells beef, and that is just what he has been doing in one of the biggest merchandising campaigns of recent food business history.

But the American National and other associations of cattle producers were instrumental in enlisting the aid of the beef business in "selling" the biggest mountain of meat ever laid before the public.

More than a year ago, the American National, through the Cattle and Beef Industry Committee and through other actions, alerted the food industry to the need for aggressive cooperation last fall and all of this year.

The coordination of promotional and merchandising efforts of packers, distributors, retailers and the government's informational services has been a big and rewarding chore for the American National officers and staff, with no let-up in sight as long-range plans for continuing to push beef sales are being put into action.

The tremendous amount of advertising dollars, running far into the millions,

spent by retail stores is an excellent example of the cooperation possible in the food industry.

Without this cooperative advertising, and, more important, without the sustained promotion and merchandising, the producer of any commodity would find it almost impossible to cope with a surplus or to market his regular crop.

This month and next a coordinated and intensive beef merchandising campaign will be reaching its peak across the nation. And the producer of beef cattle can thank this country's alert and aggressive food stores for "selling" his beef for him.

ADVICE ON AUCTIONS

Manpower requirements on livestock auctions can be reduced and sales expedited by improving market layouts and adopting more efficient methods than are generally in use, says a report of the Department of Agriculture and the Texas Experiment Station. A copy of the report, "Texas Livestock Auction Markets—Methods and Facilities," can be obtained from the "Office of Information Services, P&MA, Department of Agriculture, Washington 24, D. C.

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PRODUCER

MORE PROFITS under AVERAGE FARM CONDITIONS

with TRULY DUAL PURPOSE MILKING SHORTHORNS

BEST in EVERY WEIGH

Under average farming conditions, Milking Shorthorns will give more profit because they convert home-grown feeds and roughage into meat, milk and butterfat most economically. A Milking Shorthorn holds highest butterfat record in world—also highest records on twice a-day milking! Milking Shorthorns are BIG... have capacious deep body and mammary development of dairy cattle. Their TWO-WAY bargaining value plus greater saleability of calves means greater farm security under uncertain world conditions. Get FREE facts or subscribe to Milking Shorthorn Journal, 6 months, \$1.00; \$2.00 per yr.; 3 yrs., \$5.00.

AMERICAN MILKING SHORTHORN SOCIETY
Dept. AC-5, 313 S. Glenstone Ave.
Springfield, Mo.



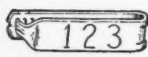
\$4.75 TATTOO MARKER

EXTRA LETTERS OR FIGURES—25¢ EA.

Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$4.00, postpaid.

CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



EAR TAGS

Several kinds to select from. Write for prices.

NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



FREE CATALOG

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA

PILOT BUTTE HEREFORD RANCH

Quality Breeding Stock for Sale

J. R. Breese and Sons
VISITORS WELCOME
Prineville, Oregon

HARDESTY RANCH

MODERN TYPE HEREFORDS
Colorado Springs, Colorado

- A few good cows with calves for sale
- Visitors Always Welcome
- GEORGE AND STELLA HARDESTY

Personal Mention

Thomas E. Wilson, 85-year-old head of the meat packing firm carrying the family name, last month announced his retirement after 37 years on the job. From 1916 to 1934 he served as president; from then on as board chairman. His place will be taken by his son, Edward Foss Wilson, who will in turn be succeeded as president by James D. Cooney, vice-president since 1931.

A review of latest livestock research at Washington State College on Sept. 28 will be open to interested stockmen in Washington and the West. This event, at Pullman, will be the 11th annual Livestock Feeders' Day sponsored by the college's department of animal husbandry. Last year, it drew 1,300 persons.



Dr. Beeson

In addition to research reports on livestock nutrition, breeding, disease and management problems of special interest to cattlemen and swine and sheep producers, the program will include exhibits, a noon barbecue and a special question-and-answer session.

A guest speaker on roughage diets will be Dr. W. Malcolm Beeson, Purdue. He is one of the nation's top animal scientists.

Glenn L. Emmons of Gallup, N. M., will be on familiar ground in his new post as commissioner of Indian Affairs. He is a banker who has worked extensively among Indians for the past 20 years, and his selection was approved in conferences between Indian representatives and Assistant Secretary of Interior Orme Lewis.

Lloyd A. Dahl, inspector of accounts in Region 3 of the Forest Service at Albuquerque, N. M., has been transferred and promoted to the position of deputy regional fiscal agent in the Denver office of the service.

James D. Parriott of Denver, Colo., has been appointed chief counsel for the Bureau of Land Management. He has been serving since last spring as special assistant to Clarence A. Davis, solicitor for the Department of the Interior.

Clarence C. Averill, supervisor of the Black Hills National Forest with headquarters at Deadwood, S. D., is transferring to the regional office of the Forest Service, division of timber management, at Denver.

SECOND PRINTING

The book, "Hell on Horses and Women," by Alice Marriott, sponsored by the American National Cattlemen's Association, is now in its second printing. It has enjoyed better than hoped for sales.



Sept. 24-25—Special Feeder Event, Chicago.
Oct. 20-24—Pacific International Livestock Exposition, Portland, Ore.
Oct. 29-30—9th Annual Feeder Event, Chicago.
Oct. 30-Nov. 8—Grand National Livestock Exposition, San Francisco.
Nov. 5-6—Nevada State Cattle Assn. convention, Reno.
Nov. 16-18—Florida State Cattlemen's Assn. convention, St. Petersburg.
Nov. 28-Dec. 5—International Livestock Exposition, Chicago.
Dec. 4-5—California Cattlemen's Assn. convention, Santa Cruz.
Jan. 5-9—Phoenix (Ariz.) Show.
Jan. 12-14, 1954—Convention, American National Cattlemen's Assn., Colorado Springs.
Jan. 15-23—National Western Stock Show, Denver, Colo.
Mar. 25-27—Tucson (Ariz.) Livestock Show.

CHICAGO LIVESTOCK PRICES

	Aug. 25, 1953	Aug. 25, 1952
Steers, Prime	\$25.50-29.00	\$33.25-35.75
Steers, Choice	23.00-27.25	30.50-34.50
Steers, Good	18.50-24.00	27.25-31.00
Cows, Comm.	11.25-13.00	20.50-23.00
Vealers, Ch.-Pr.	21.00-22.00	32.00-34.00
Vealers, Cm.-Gd.	15.00-21.00	26.00-32.00
Calves, Ch.-Pr.	15.00-18.00	29.00-32.00
Calves, Cm.-Gd.	11.00-15.00	23.00-29.00
F.&S. Strs., Gd.-Ch.	16.50-21.50	28.00-34.00
F.&S. Strs., Cm.-Md.	11.00-17.00	20.00-28.00
Hogs (180-240 lbs.)	24.25-25.50*	20.50-21.35
Lambs, Gd.-Ch.	21.00-23.00	22.00-25.50
Ewes, Gd.-Ch.	5.00- 6.50	8.75-10.00

(* 180-200 lbs. this year.)

WHOLESALE DRESSED MEATS

	(Chicago)	Aug. 25, 1953	Aug. 25, 1952*
Beef, Prime	\$43.00-44.00	\$54.50-58.00	
Beef, Choice	40.00-43.00	53.50-57.00	
Beef, Good	35.00-39.00	50.00-52.50	
Beef, Comm.	26.00-31.00	45.00-48.00	
Cow, Comm'l.		39.00-41.00	
Veal, Prime	37.00-42.00	58.00-60.00	
Veal, Choice	34.00-41.00	54.00-60.00	
Veal, Good	31.00-38.00	49.00-54.00	
Lamb, Choice	44.00-47.00	59.00-62.00	
Pork Loin, 8-12 lbs.	58.00-59.00	56.00-60.00	

(* Comparison is with New York in 1952.)

(* Comparison is with New York in 1952.)

COLD STORAGE REPORT

(In Thousands of Pounds)				
	July 31 1953	June 30 1953	July 31 1952	5-Yr. Avg.
Frozen Beef	141,707	166,517	152,576	80,760
Cured Beef	9,270	10,118	8,776	8,894
Lamb & Mutton	10,968	13,461	11,814	7,862
Total Pork	340,520	414,227	542,707	461,708
Total Poultry	111,876	117,876	157,045	105,910

FEDERALLY INSP. SLAUGHTER

	Cattle	Calves	Sheep	Hogs
July 1953	1,498	616	1,108	3,276
July 1952	1,100	430	908	3,641
7 mos. 1953	9,446	3,657	7,845	30,630
7 mos. 1952	7,022	2,737	6,718	36,053

Obituaries

Eugene Guy Hills: This pioneer rancher of Socorro County (N.M.) for more than 50 years died July 7 at his El Paso home at the age of 83. He was a native of Ohio.

Nathan B. Swift: A great-grandson of Gustavus F. Swift, founder of Swift & Co., and himself last year elected to a vice-presidency in the family packing firm, Mr. Swift died last month at the age of 41 in a two-car accident near New Buffalo, Mich.

AMERICAN CATTLE PRODUCER